

LIFE



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*Look for this label...it identifies
the finest woolens in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.

**LOOK OUT
FOR COLDS
AND
SORE THROATS!**

Gargle LISTERINE ANTISEPTIC... Quick!... when you reach home

Prompt germ-killing action can head off trouble or lessen its severity.

When you sit through one of those cold, late-season football games, you may be letting yourself in for a nasty sore throat, a troublesome cold—or worse.

You see, excitement, fatigue, icy temperatures and cold feet may often lower body resistance so that threatening germs called the "secondary invaders" can stage a mass invasion of the tissue. They can set up an infection, or aggravate one that is already started.

Nature Can Use Help

Then, if ever, Nature can use a helping hand to go after such threatening germs . . . to help prevent such a mass invasion . . . to head off a cold before

it gets started. That is why, when you get home, it is wise to gargle with full-strength Listerine Antiseptic repeatedly.

Attacks "Secondary Invaders"

Listerine Antiseptic reaches way back on throat surfaces to kill millions of germs, including the "secondary invaders" that many doctors hold responsible for so much of a cold's misery.

Actual tests have shown that the Listerine Antiseptic gargle reduced germs on mouth and throat surfaces as much as 96.7% fifteen minutes after gargling, and up to 80% one hour after.

Always at the First Sniffle

Whenever you have sniffles, your throat is raw, or you feel chilly or under par, start the Listerine

Antiseptic gargle. You may thus spare yourself a nasty siege of a cold or sore throat due to a cold. LAMBERT PHARMACAL COMPANY, St. Louis, Missouri



Gargle Reduced Germs up to 96.7% in Tests

Fifteen minutes after a Listerine Antiseptic gargle, tests showed bacterial reductions on mouth and throat surfaces ranging up to 96.7%, and up to 80% one hour after a Listerine Antiseptic gargle.



WOMEN TELL US THAT THEY MAKE LISTERINE ANTISEPTIC AND MASSAGE

A REGULAR PART OF HAIR-WASHING AS A PRECAUTION AGAINST **INFECTIOUS DANDRUFF**

This One



OGZN-PQJ-AP4X

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What Made Jonah Wail?

Jonah forgot to look—and he got a pain in the neck! Forgot to look for what?

The "Sanforized" trade-mark! You know—everybody who can read knows—that "Sanforized" on a washable garment says: "This garment will NEVER shrink out of fit!"

Take heed from Jonah, ladies, gentlemen, and young folks! To avoid the pains—and needless expense—of shrinkage, INSIST ON seeing "Sanforized" on every cotton garment! BEFORE you buy!

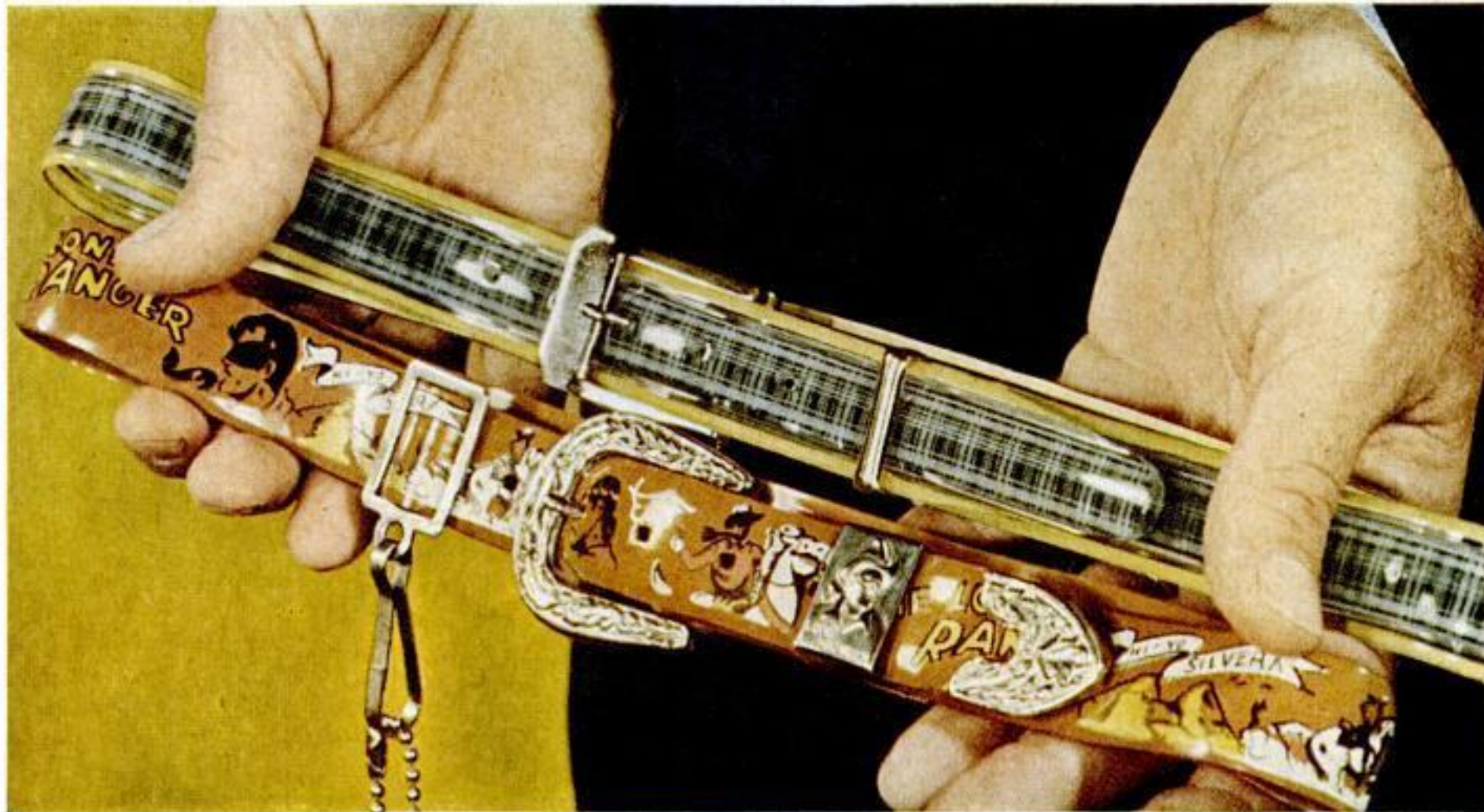
The comfort never shrinks away from the garment with "Sanforized" on the label

•SANFORIZED•

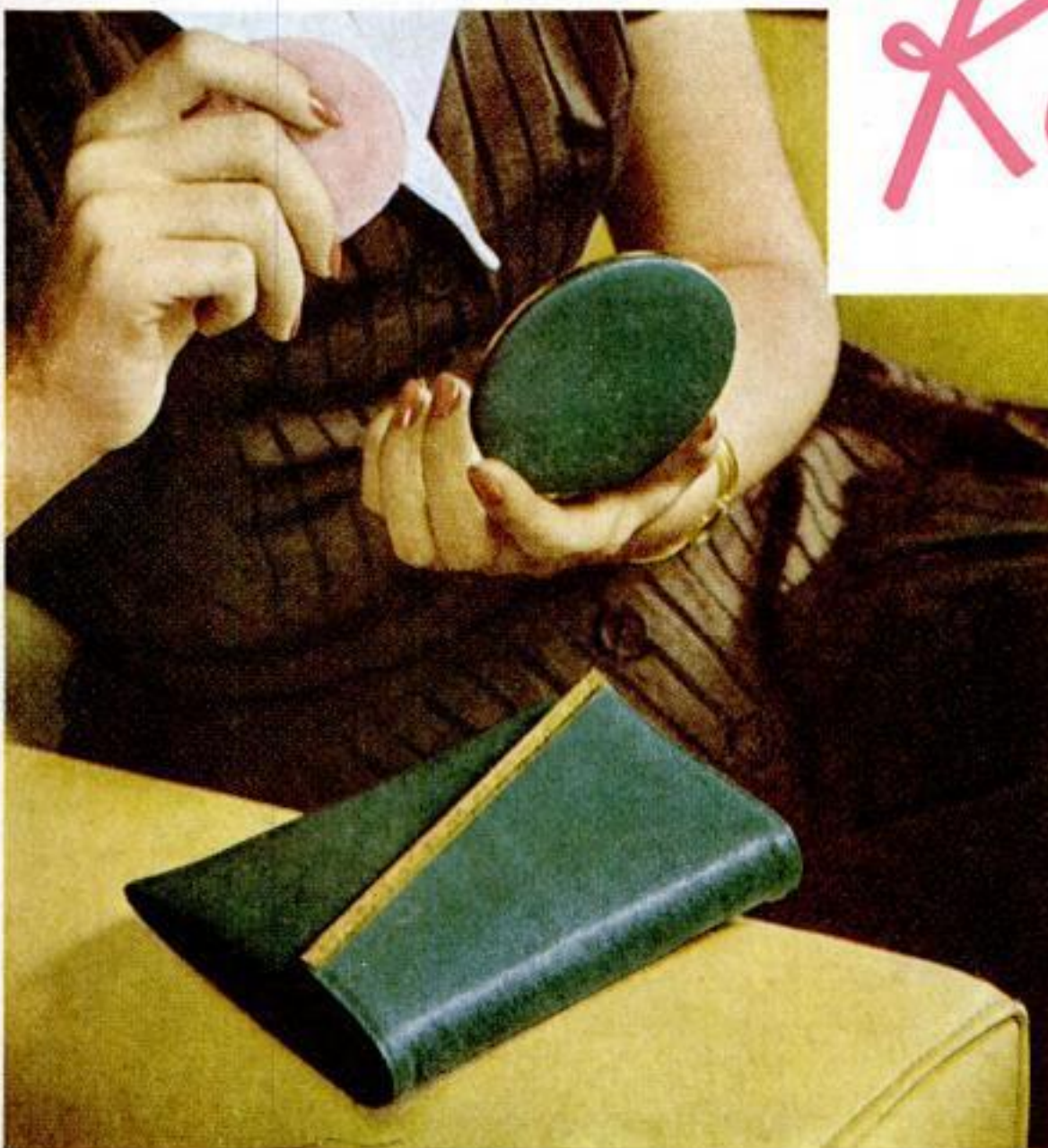
Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



Raincoats by Climatic Rainwear (men's) and Rainfashions, Inc. (women's)



Men's and boys' belts by Durite



Cosmetic kit by Lin-Bren Products Corp.



Shower curtains by Jos. A. Kaplan & Sons, Inc.



Apron, Warren Featherbone Co.; Bowl covers, Seal Sac; table cloths, curtains, Utilitex Corp.

Koroseal

It's a better gift if it has the Koroseal label

THERE are dozens of films and other flexible materials on the market. But articles made from Koroseal flexible material always have the Koroseal label. Here's what that label guarantees:

1. **Permanently waterproof**—important in raincoats, shower curtains.
2. **Strongly scuff-resistant**—able to stand extraordinary wear—ideal for luggage, brief cases, upholstery.

3. **Easily washable**—for baby pants, crib sheets, upholstery, tablecloths.

4. **Tasteless, odorless**—vital in food bags, beverage hose, bowl covers.

5. **Highly resistant to grease, soaps, stains**—for tablecloths, shower caps, shampoo capes, cosmetic kits, aprons, work clothing.

6. **Lasting beauty**—Koroseal flexible material makes beautiful garment bags,

bedroom ensembles (bedspreads, draperies, upholstery). There are many patterns and colors. Wrinkles shake out easily; Koroseal looks new and beautiful long after most things would be scratched, scraped, soiled, old.

When you see a Koroseal label on any article you know it was made by a reputable manufacturer, from Koroseal flexible material developed by B. F. Goodrich to serve you best. The

B. F. Goodrich Company, Koroseal Department, Marietta, Ohio.

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FLEXIBLE MATERIALS
BY
B.F. Goodrich

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PERFUMERS TO H. M. QUEEN MARY.
YARDLEY, LONDON



As modern as the art of tomorrow

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a colorful new perfume by **YARDLEY**



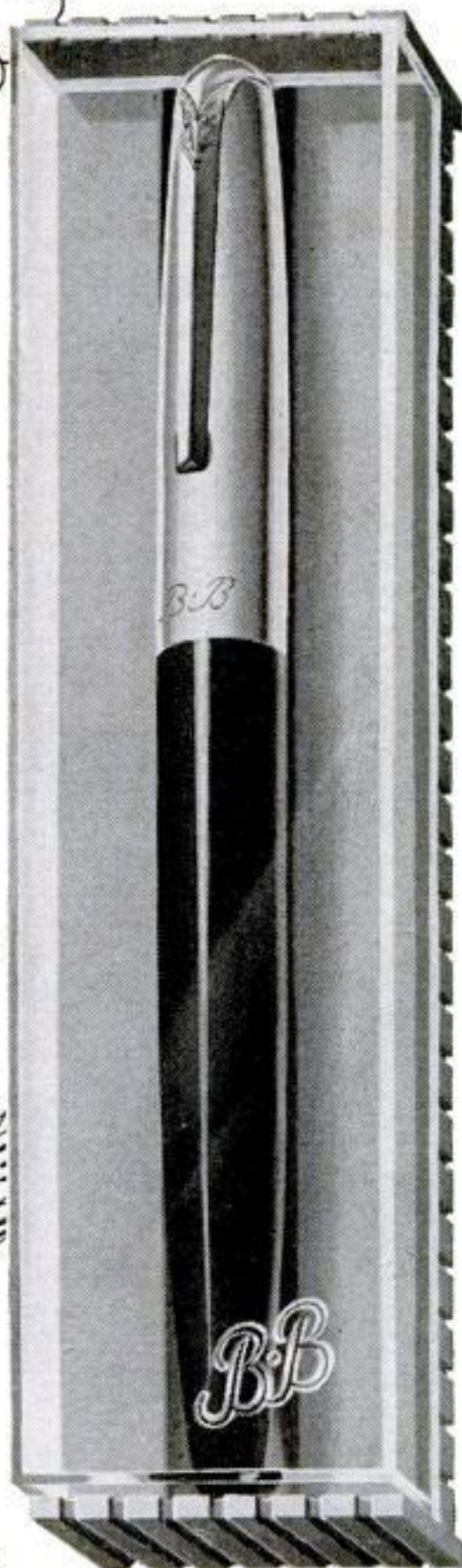
Lotus Perfume, \$3.00 to \$17.50. Cologne, \$1.50 and \$2.50.

Sachet, \$1.50. Dusting Powder, \$1.65. Plus tax.

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LETTERS TO THE EDITORS

A PROTESTANT'S FAITH

Sirs:

The Nov. 7 issue of your magazine carries an article of incalculable value. It is Dr. Poling's "A Protestant's Faith." As an ex-Army chaplain, a minister, an American citizen and one who loves young people, I feel this should be in the hands of every high-school senior in the U.S., regardless of race or creed. I strongly urge you to reprint this masterpiece in pamphlet form and make it available for every 17-year-old in the country.

EDMUND D. VISER
Pastor

Erwin Presbyterian Church
Erwin, Tenn.

● Reprints of Dr. Poling's article are available from Dept. E, LIFE Magazine, 9 Rockefeller Plaza, New York 20, N.Y.—ED.

Sirs:

To Dr. Daniel A. Poling, and for his eloquence in reaffirming the fundamental principle of Christianity, our heartfelt thanks. For your courage in printing an article that will cause some controversy, a full measure of praise.

JAMES NEILSON

Oklahoma City University
Oklahoma City, Okla.

Sirs:

If Dr. Daniel A. Poling envies "the unity of Roman Catholicism" on doctrinal matters he is less of a Protestant than he imagines himself to be.

Protestants will never agree on doctrine, and they should not agree. Difference of opinion, stemming from the right of private opinion, expresses the genius of the Protestant heritage. This is not the weakness of Protestantism, as is often charged, but its strength and vitality.

ALEXANDER C. BRYANS
Minister

University Park Methodist Church
Denver, Colo.

Sirs:

... Dr. Poling claims that what Jesus has to say must be accepted as practical and imperative here and now. He then proceeds to take one of the most insistent teachings of Christ, "Love your enemies," and very neatly modifies this imperious command to fit his own personal viewpoint. At this point theological casuistry enters, from which one emerges with the idea that the difference between a Christian and a pagan is that the Christian loves his enemies while he atomizes them, while the pagan merely annihilates his enemies without loving them while he does it.

... Even Gandhi, a non-Christian, gave a finer interpretation of the injunction, "Love your enemies," than did Dr. Poling and one which I feel was immeasurably closer to the will of God as it is manifested in the moral order of the universe.

JOHN E. BATES
Minister

Middletown Baptist Church
Middletown, N.J.

Sirs:

As a Roman Catholic I am greatly pleased with Dr. Poling's "A Protestant's Faith." To me it expresses the extreme expression of the true basic of God and truth. ...

JAMES D. BAXTER

Ferndale, Mich.

CONTINUED ON NEXT PAGE

Here's Christmas Joy THE WHOLE YEAR ROUND!



1950 model GE DAYLIGHT TELEVISION

with AUTOMATIC SOUND

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See and hear the General Electric Fred Waring show on Television—
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- Here in one wonderful gift is all a man needs to start every day right — keen, well-groomed, handsome. Contains Mennen Shave Cream, Skin Bracer, Shave Cream, Talcum for Men, and new Mennen Cream Hair Oil. Smartly packaged in colorful holiday gift box.

ALL THIS FOR ONLY \$1.10

YOU COULD CLOSE YOUR EYES ...and Pick This Gift

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THE Perfect MAN'S GIFT

MENNEN Gifts for Men

LETTERS TO THE EDITORS

CONTINUED

Sirs:

As a Catholic student I find it reassuring to have a leading Protestant minister speak of my faith without calling its leaders power-mad foreign potentates.

JOHN M. RYAN

College of the Holy Cross
Worcester, Mass.

BRIGHT BIRDS

Sirs:

Your issue of Nov. 7 contained photographs of ostriches and referred to them as the world's stupidest birds.

Here is a picture taken last summer at the Catskill Mountain Game Farm.



It shows a not-so-dumb eastern ostrich which has figured out how to get the last peanut out of the dispenser.

MRS. VICTOR A. LEMAITRE
New York, N. Y.

Sirs:

The pictures of Skee-zix, Duke, Nubi and Sally, ostriches at the Los Angeles Ostrich Farm, bring back memories of my brief acquaintance with these funny-looking birds while doing research a few years ago for a story on ostriches.

As I recall, the female ostrich lays on an average of from 20 to 40 eggs each summer, not 12 as you stated. I might add that at the Los Angeles farm, "Teddy's Wife" laid 63 eggs during the summer of 1946, but this was a record breaker, and she died, probably from overproduction.

And as for being a stupid bird, I think you will find them quite smart on occasion. As you stated, the ostrich doesn't bury his head in the sand. This story found its origin in the habit of the wild bird, which on the plains of South Africa squats and stretches his neck along the ground as a means of determining whether an enemy is approaching and as a means of camouflage. To an enemy he might appear to be a bush in the distance.

CHARLES HILLINGER
Redondo Beach, Calif.

HOT-RODS

Sirs:

We "Rod Men" of Columbus would like to thank you for your article, "The 'Hot-Rod' Problem" (LIFE, Nov. 7). Glad to see that someone is bringing to light the difference between a well-organized rod club and the game-playing jokers that are giving the rest of us a bad reputation.

CURT STEPHENS
Columbus, Ohio

Sirs:

In your article you made very little mention of the legitimate "hot-rodgers" who drive or tow their speedsters from all over Southern California to El Mirage Dry Lake once or twice a month to compete in a race against time. They are "clocked" by an amazingly accu-

CONTINUED ON PAGE 8

America's Busiest Building Material!



Christmas idea! Build or buy an all-purpose plywood table. Swell for study ... picnics ... sorting ironing ... games ... table tennis. See your retail lumber dealer—today!

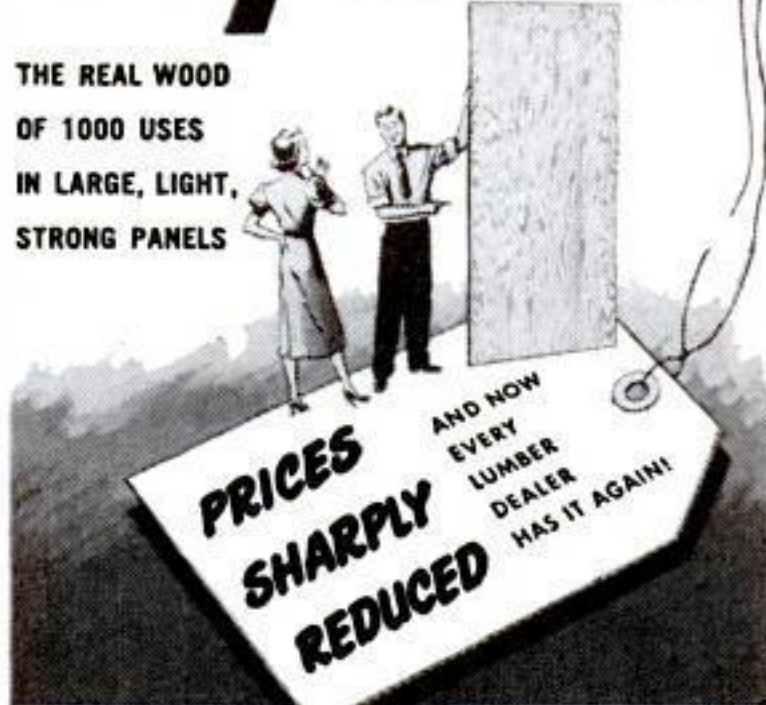


Takes the WORK out of WOODWORKING

BUILDING JOBS, large and small, do require less work when plywood's in the picture. Big panels of "America's Busiest Building Material" handle easily, saw easily, nail easily, finish easily. Plywood is preferred for everything from cabin cruisers to kitchen cabinets ... wall paneling to poultry shelters ... railroad cars to concrete forms. No other building material is so versatile; there's waterproof EXTERIOR for outdoor and marine uses, INTERIOR for all inside applications, and your local retail lumber dealer can supply you. See him today! For booklet, "1000 Uses For Douglas Fir Plywood," send 10c to Douglas Fir Plywood Association, 304 Tacoma Bldg., Tacoma 2, Washington.

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IN LARGE, LIGHT,
STRONG PANELS



PRICES SHARPLY REDUCED
AND NOW EVERY LUMBER DEALER HAS IT AGAIN!

NEWS! for FORD Car and Truck Owners!



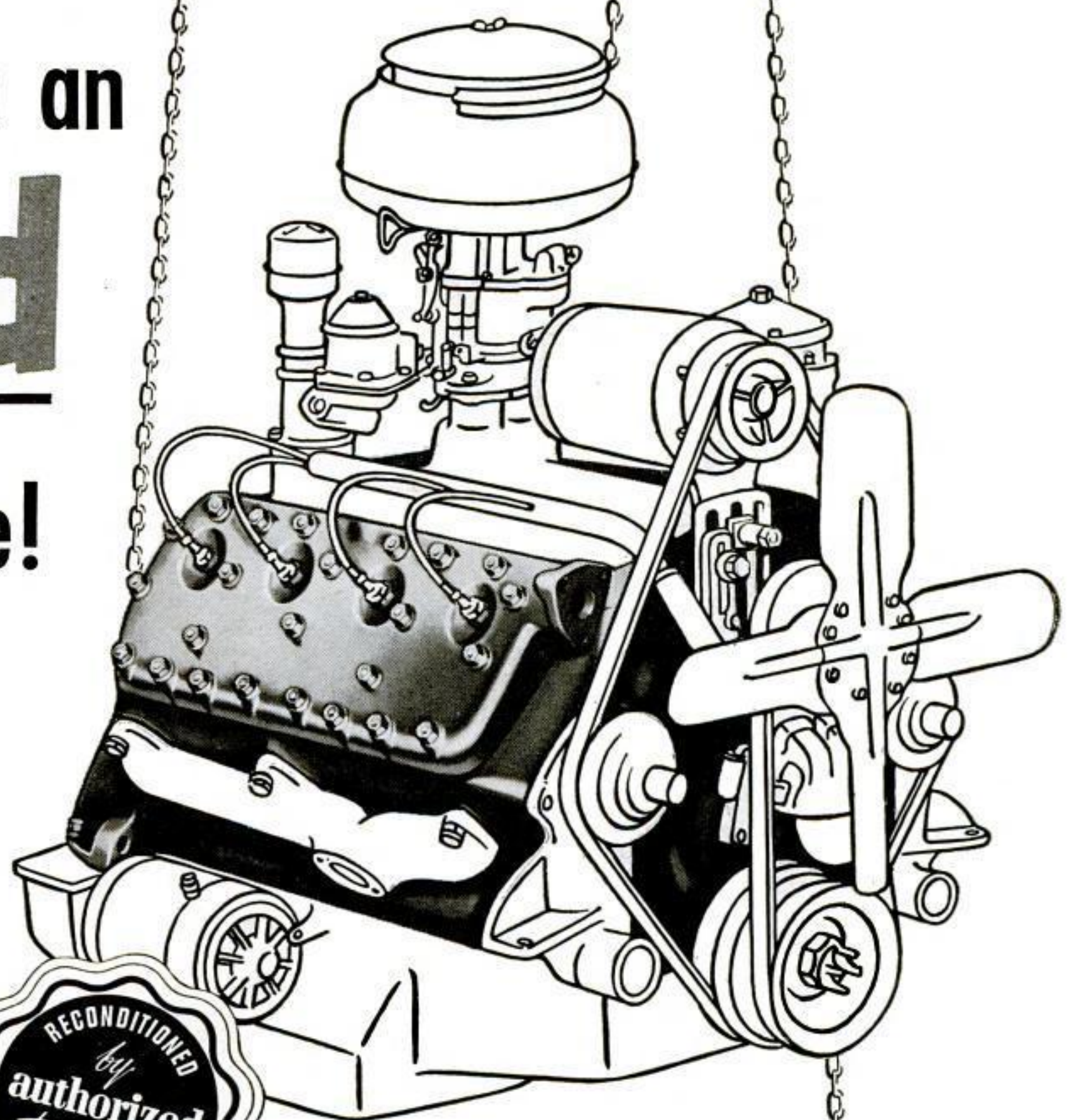
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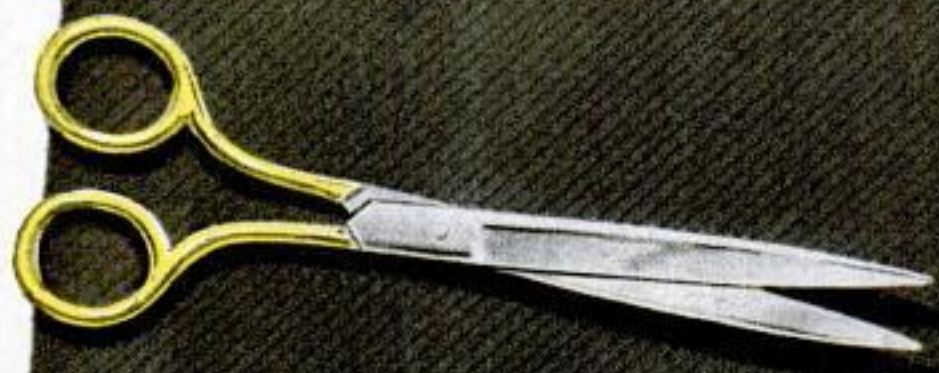
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the
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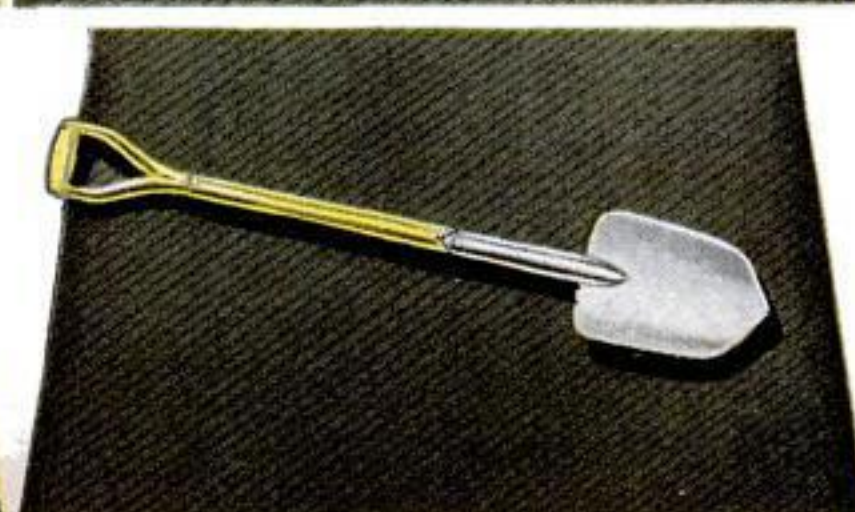
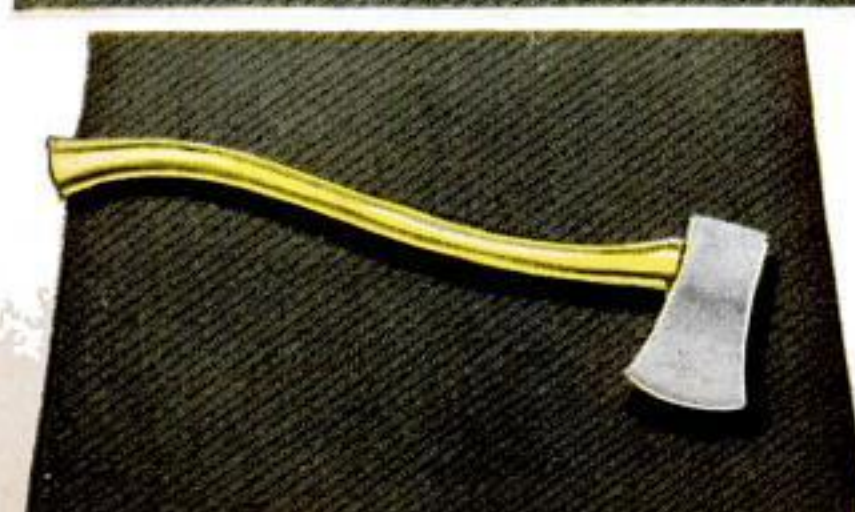
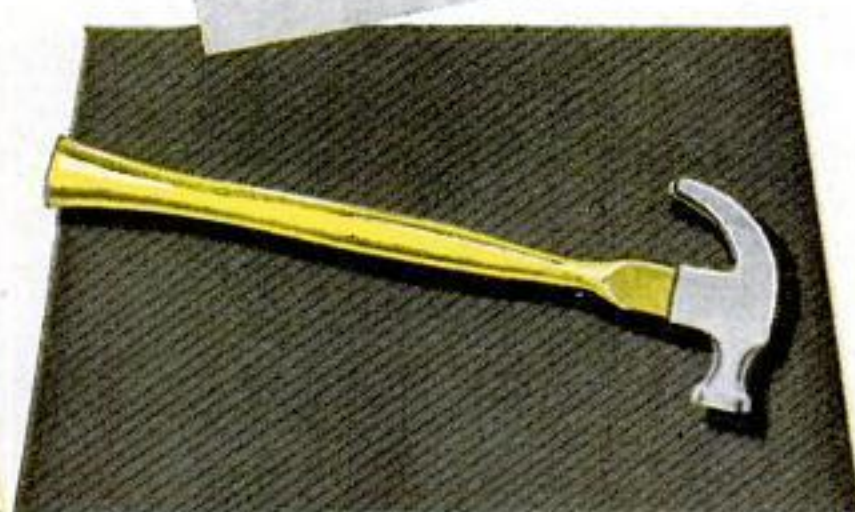
Something new in clever Tie Klips — these Miniatures. Patterned after familiar and useful tools, they're so smart you'll want a whole kit of them to wear with your favorite ties. Dashing designed by SWANK in gleaming gold and silver finish. SWANK Miniatures, \$2.50 each, plus Federal Tax.

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SCISSORS
SAW
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SWANK — Swank, Inc., Attleboro, Mass.



LETTERS TO THE EDITORS

CONTINUED

rate electric eye system that would astound many a conservative motorist.

It might be well to mention that a few more articles like yours and those found in the local newspapers could conceivably prompt the closing of the dry lakes to auto racing, which would inevitably force more hot-rods onto the public highways.

E. K. NILES

Hollywood, Calif.

Sirs:

The game the hot-rod drivers call "rotation" is nothing new. My brother and I used to play a similar game more than 25 years ago. We used a three-door Hupmobile sedan (there was no left rear door), and the driver walked back along the running board to the rear of the car, climbed across the trunk and then forward along the right hand running board to the front seat. He opened the doors himself with no help from anyone inside the car.

These kids are doing it the easy way, using a four-door sedan on pavement. They should try going clear around the car, on a dirt road.

W. C. HEARST
Editor

Clarion Republican
Clarion, Pa.

THE LUNTS

Sirs:

I have never contemplated a profile so wondrous sweet, so utterly and completely filled with warm womanly beauty that it almost brings tears, as that of Lynn Fontanne on your cover (LIFE, Nov. 7). My wife and I think every couple considering divorce might well contemplate the Lunts first. . . . This picture is the picture of the year.

ORMOND GUYER

Rochester, N. Y.

CONTINUED ON PAGE 11

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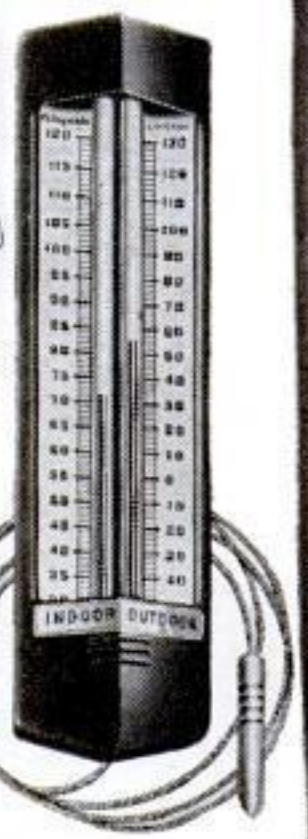
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They are so easy to "shop for" . . . better stores the country over show a wide assortment of delightful models with prices to fit your budget. And . . . when you give an Airguide you know it will be joyfully received, greatly admired and constantly used.



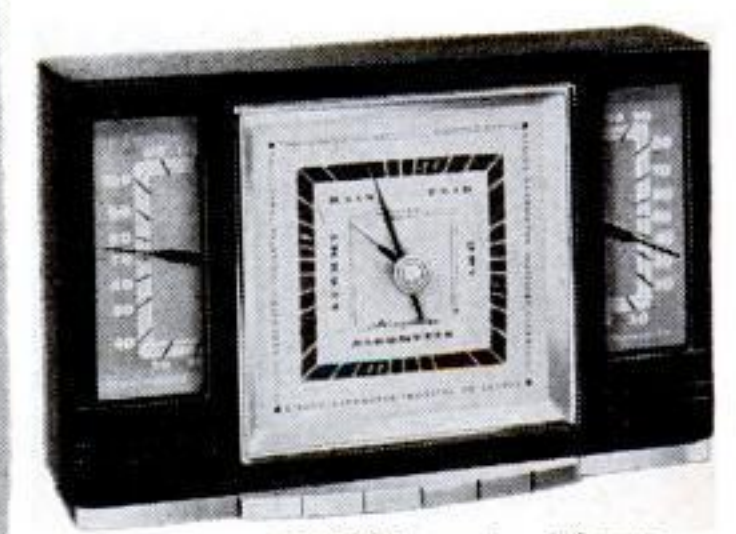
THE BYRON Sparklingly handsome. Indicates coming changes in the weather \$6.50



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Knowing temperature and humidity and coming changes in the weather can be a big aid to comfort and health and adds to the fun of modern living . . . that's why your friends will agree—



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IN TIME FOR CHRISTMAS GIVING!

THE BEAUTIFUL NEW GENERAL ELECTRIC COMBINATION SANDWICH GRILL AND WAFFLE IRON!

THE CHRISTMAS GIFT OF A LIFETIME!—you'll say when you first use the wonderfully convenient, new General Electric Combination Sandwich Grill and Waffle Iron.

You toast delicious sandwiches . . . or insert the interchangeable waffle grids for golden-brown waffles—*right at your table.*

There's no fussing at the range . . . no mad dashes to and from the kitchen to keep dishes piping hot.

Superbly designed, the new General Electric Combination Sandwich Grill and Waffle Iron is finished in sparkling chrome plate, equipped with cool, brown-plastic handles. It will go beautifully with your loveliest linens, china and silverware.

And it's so easy to keep shiny! . . . the stunning, streamlined design makes cleaning a snap.

A recipe book, crammed with 30 new and different taste thrills, is packed with each Combination Sandwich Grill and Waffle Iron. You'll enjoy making *all* of these delicious dishes! General Electric Company, Bridgeport 2, Conn.



For new comfort at breakfast. The new General Electric Combination Sandwich Grill and Waffle Iron fries eggs and bacon right at your breakfast table. Or in a jiffy, you can insert cast-aluminum waffle grids for tempting, golden-brown waffles.

For fast evening snacks. When you feel those before-bed hunger pangs, you'll love the convenience of the new General Electric Combination Sandwich Grill and Waffle Iron. Its *larger* waffle grids make tasty waffles in a few seconds . . . and cleaning up is a breeze!



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WORLD'S GREATEST LIGHTER

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In Rhodium plate—only \$10 and no tax

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Safely out the instant
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always at hand....to light with....to write with!....



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It's a *double* way to say Merry Christmas—when you give a handsome *double-duty* Ronson Penciliter! The two most used personal possessions—beautifully streamlined into one. At one end, the smooth, easy action...the quick obedient flame...of the World's Greatest Lighter. At the other end, a mechanical pencil so beautifully balanced, so at home in the hand that thoughts fairly flow onto paper. And, of course, like all Ronsons, the Penciliter is precision-built to fine jewelry standards to give years of dependable service. See this perfect Christmas gift, and the variety of other handsome Ronsons, at your favorite dealer.



Ronson Penciliter is also available in $\frac{1}{20}$ 14K gold filled. \$15 (plus fed. tax).

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MT. ROCK COATS

They fit because...

Extra width keeps lapels flat

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*Zip-in linings are available in all Mt. Rock Topcoats. Write Dept. (L-2) for booklet "Your Coat Sir!"

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LETTERS TO THE EDITORS

CONTINUED

HICKMAN

Sirs:

Ernest Havemann, in his article on Coach Hickman (LIFE, Nov. 7), states that Hickman weighs 293 pounds and is just a shadow of his normal self, implying that worrying is cutting his weight down.

Latest medical opinion is that nervous tension in heavy people causes increased appetite and hence more weight. Therefore I feel he must feel secure in his position or he wouldn't be losing.

CHARLES A. BECK, M.D.

Chicago, Ill.

● After dropping games to Dartmouth and Princeton since the LIFE article appeared, Hickman says, "I can hardly look my second steak in the eye and am down to 290. I guess I'm just a medical freak."—ED.

INDIAN CHIEFS

Sirs:

In your article on the United Nations (LIFE, Nov. 7) you show a picture entitled "At last moment six Iroquois chiefs showed up."

Who were these fakers? No true Iroquois would wear the plains costume of the Sioux. Nor would they use a tom-tom drum which may be purchased at any Indian lore supply store.

FRED L. KATZMANN

New York, N.Y.



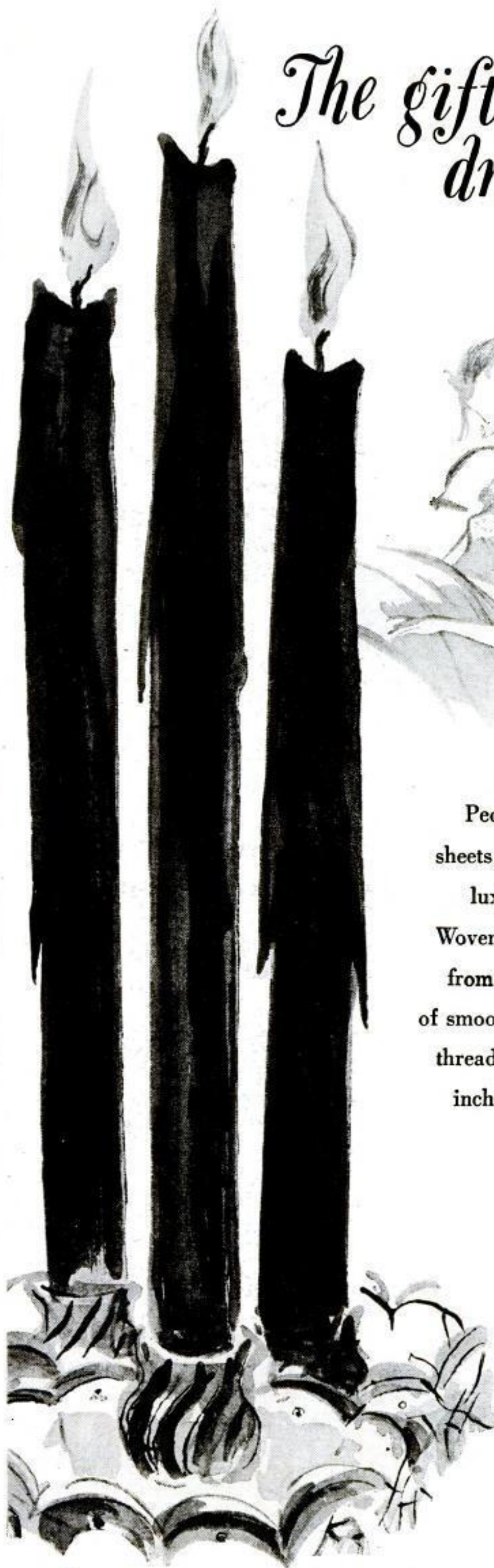
● According to Rev. Emery Kocsis (second from left), a former missionary who brought the chiefs to New York for the occasion, they are chiefs from the six tribes that make up the Iroquois confederation. Left to right, they are: Chief Spreading Wing (Mohawk tribe), Chief Carrying Voice (Seneca tribe), Chief Clear Voice (Tuscarora tribe), Chief Loud Voice (Oneida tribe), Chief Lone Wolf (Cayuga tribe) and Chief Clear Sky (Onondaga tribe). Their costumes, however, are not Iroquois (whose warriors wore several feathers fastened to their scalp lock) but a conglomeration of those worn by Western tribes. Most contemporary Indians have forgotten the costume of their forefathers, often dress haphazardly.—ED.

MILK FROM CANS

Sirs:

Your story on "Fresh Milk from Cans" (LIFE, Nov. 7) was interesting but for most of the farmers in the U.S. it is impractical. There are thousands of small dairy farmers who supply you with your daily bottle of milk. A dairy farm, in most states, comes under rigid inspection and each farmer has invested at least \$2,000 in equipment and buildings alone for handling the milk. He has a milk parlor in which

The gift she's
dreaming of...



Pequot Fine Combed Percales . . .
sheets women everywhere cherish as a
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Woven with famed Pequot artistry . . .
from yarns combed to the *n*th degree
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MORE THAN 200
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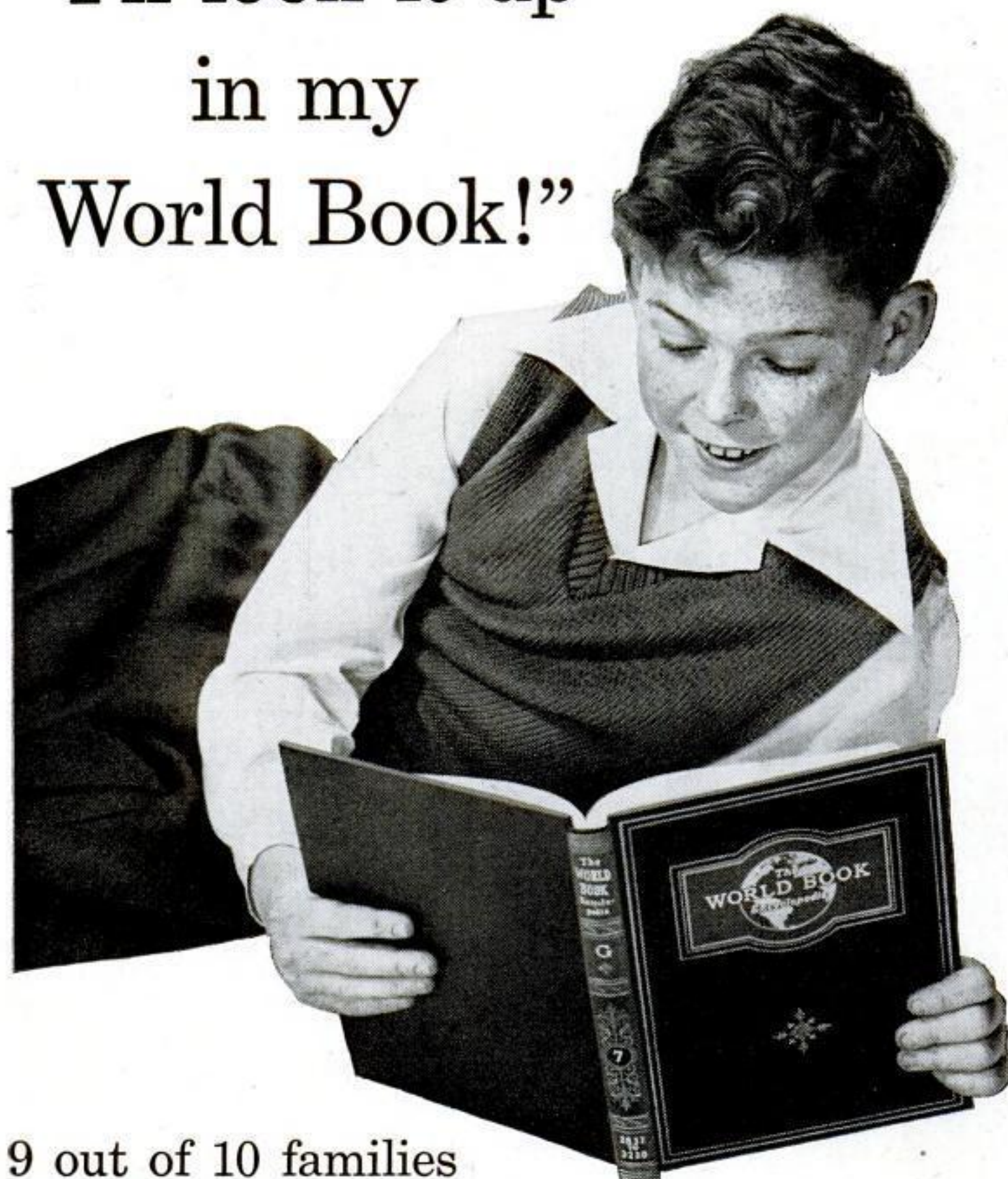
WHY do
snakes always sleep
with their eyes open?



WHAT makes
volcanoes
"blow up"?



"I'll look it up
in my
World Book!"



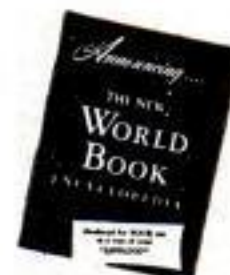
9 out of 10 families
report their children advance more rapidly
with **WORLD BOOK ENCYCLOPEDIA**

For 30 years and more, the World Book Encyclopedia has been an ever-increasing favorite with parents, teachers and children. The reason for World Book's popularity was brought out by a recent national survey:

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LETTERS TO THE EDITORS

—CONTINUED—

the cows are milked; a milking machine; hot-water heater, circulating milk cooler, cooling tank for can storage; a separate building in which the milk is cooled and stored for pickup. Do you think that unless he is a large-scale producer he will add all the necessary equipment in the hope that he may gross another cent or two per quart? . . .

JOHN W. POGANY

Port Townsend, Wash.

● Proponents of "milk from cans" have no illusions as to its easy and immediate acceptance. As in many other agricultural and industrial revolutions, any change-over would doubtless be long, expensive and involve hardships.—ED.

UNDERGROUND NEW YORK

Sirs:

Your article, "Underground New York" (LIFE, Nov. 7), was one of the most interesting that I have read in a long time. But isn't Teddie May, the sewer supervisor, a little old at 72 to be working almost waist-deep in water?

EUGENE PLOURD

Portland, Maine

● Teddie, who now says he is 75 (not 72 as LIFE stated), has had four extensions past the mandatory retirement age of 70, will probably quit next year "unless they beg me very hard to stay longer."—ED.

DALY ROMANCE

Sirs:

With regard to your story on the Daly sisters (LIFE, Nov. 7), will you please keep us here at Wilbraham posted if anything comes of this torrid romance between Sheila John Daly and Mr. Thomas Franklin, who have never kissed in their 18 months of dating.

JOHN STANDLEY

Wilbraham, Mass.

● Says Miss Daly, "Its status is the same as it has been since we met. We have much to talk about."—ED.

Sirs:

As self-appointed spokesman for Alpha Delta Sigma, national advertising fraternity, I feel extreme mortification for the actions (or rather, the lack of any) which prompted LIFE to include a photo of ex-frater Tom Franklin in the article devoted to the four Daly girls. When Tom was initiated in 1946 into the University of Wisconsin chapter there was no reason to suspect that he would bring disgrace upon his fellow hucksters.

Certainly, not having succeeded (assuming that he tried) in obtaining a kiss from his lady friend, Sheila, during a period of 18 months does no credit to a brotherhood which prides itself on the ability of its members to sell themselves and their products with a minimum of effort.

ED DOBROW

Philadelphia, Pa.

● Says Tom, "I worked for 10 years getting a fast reputation. Now Daly and LIFE ruin it in a day."—ED.

Address the Editors
at 9 Rockefeller Plaza
New York 20, N.Y.

FAMOUS PARKER GAMES



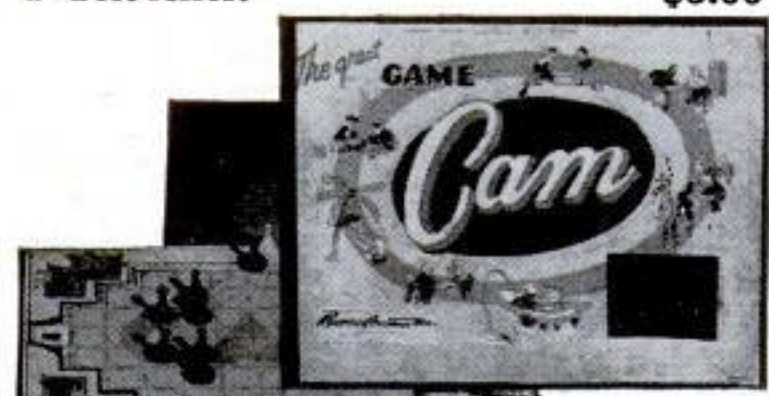
MONOPOLY

MONOPOLY—Most popular of the great Standard Board games. A world wide favorite! Sets at \$2.50 and \$3.00. Special attention is called to the famous White Box Set with Grand Hotels, removable Bank Tray, etc. \$3.50



CLUE UNIQUE DETECTIVE GAME

A fascinating entirely new game for adults and teenagers. The immense popularity of this game in Great Britain has now spread to this country and it is rapidly becoming a "best seller." \$3.00



CAM

CAM is a smart, quick-playing form of the famous board game CAMELOT. CAM is ordinarily played in about 15 minutes. Its exciting moves invariably prompt the expression, "Let's have another." \$1.50



SORRY

Full of surprise moves and unusual action. One of the best board games for players of all ages. Includes Rules for Point Sorry. \$2.00

ROOK—America's widely loved card game. 75¢
CAMELOT—A far better game than Checkers. Easily learned, exciting. Gray-box set \$1.50; Pictorial board set, a great favorite \$2.00. Sets with ivory playing pieces \$5.00.

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RICH UNCLE—A vertical board game. It is excellent! Old Uncle Pennybags and the "Daily Bugle" are rare fun-makers. Strongly recommended. \$3.00

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DIAL soap stops odor before it starts!

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to keep you fresh round
the clock—because DIAL removes
skin bacteria that cause
perspiration odor!



Another **ARMOUR** Product

Dial not only promises you *overall* freshness round the clock—Dial *guarantees* it! For Dial with AT-7 removes the major cause of perspiration odor—doesn't merely "cover up." AT-7 is the only ingredient known to keep its anti-septic power effective in soap. Dial does *not* stop healthful perspiration but *does* stop odor, so your clothes

stay clean smelling, too. And Dial smells *good*—not strong, not sissy. **Complexion protection!** Mild, kind—Dial is rich-lathering and thorough-cleansing—perfect for complexions, too. Use Dial and you need only this *one* soap in the bathroom. Dial is a large, hard-milled bar that lasts a long, long time. Get *several* today.

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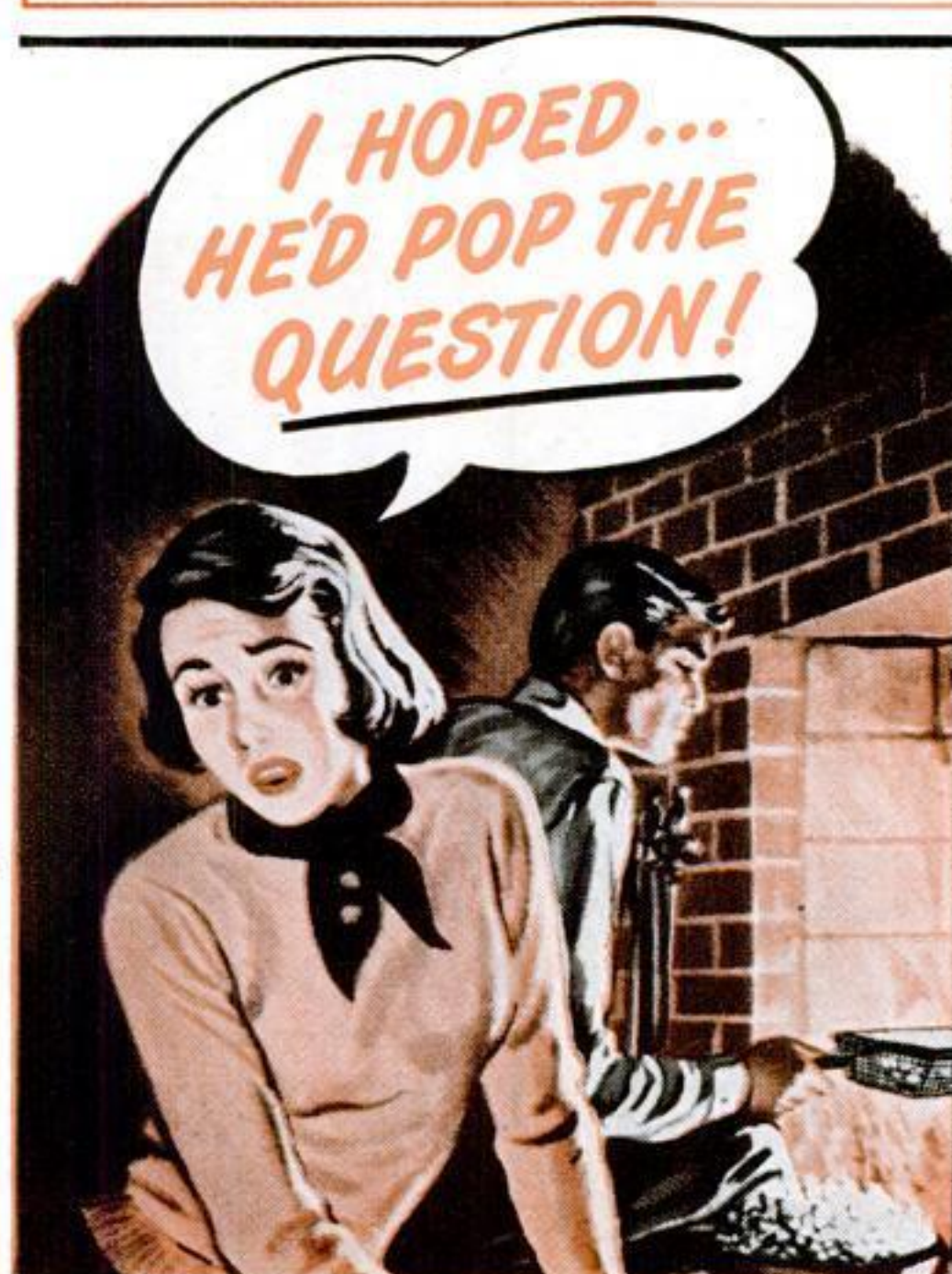
Look for the special DIAL CHRISTMAS PACKAGE

Four bars of mild, fragrant Dial in a gay holly package.
An attractive gift—it's the soap you'd like to get yourself!
At better drug, department and grocery stores.



DIAL SMELLS
GOOD
not strong—not sissy

And DIAL is mild—
wonderful for
complexions, too!



I HOPED...
HE'D POP THE
QUESTION!



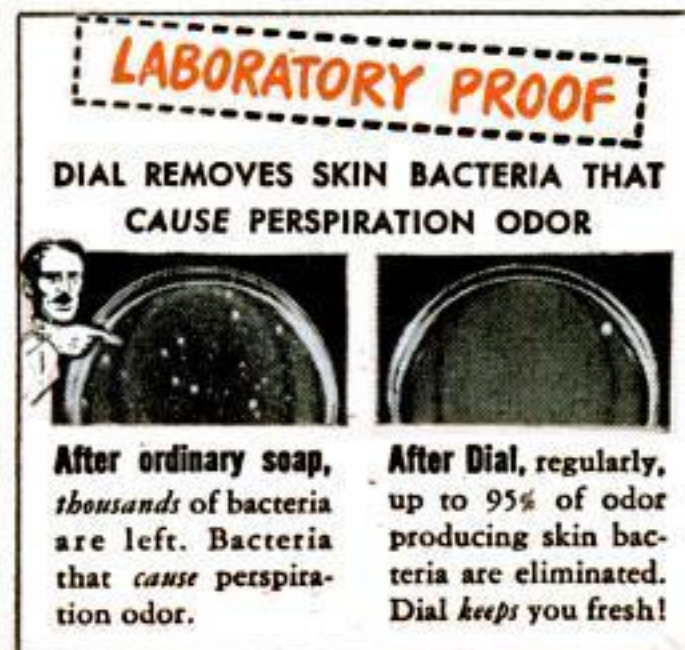
DOGGONE IT! DON DIDN'T EVEN
COME CLOSE TO PROPOSING
...OR EVEN CLOSE TO ME!

BUT, PEG, DON WOULD
GO FOR A CLOSE-UP WITH
YOU, IF YOU'D...ER...ER...
WHY DON'T YOU TRY
DIAL SOAP!



DIAL? YOU MEAN THAT NEW
SOAP THAT STOPS ODOR!

THAT'S RIGHT—IT WORKED
WONDERS FOR ME. DOESN'T
JUST "COVER UP"—DIAL REMOVES
SKIN BACTERIA THAT CAUSE
PERSPIRATION ODOR!



LABORATORY PROOF

DIAL REMOVES SKIN BACTERIA THAT
CAUSE PERSPIRATION ODOR

After ordinary soap,
thousands of bacteria
are left. Bacteria
that cause perspira-
tion odor.

After Dial, regularly,
up to 95% of odor
producing skin bac-
teria are eliminated.
Dial keeps you fresh!



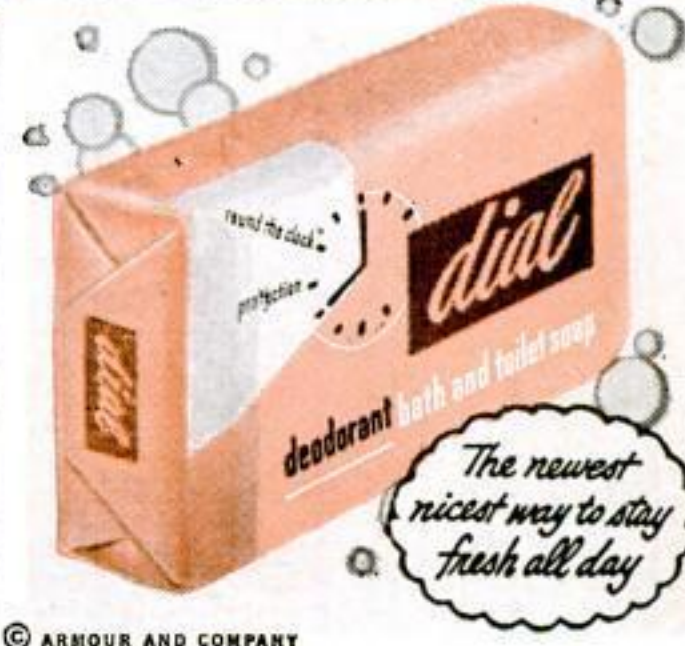
M-M-M, THIS DIAL
SMELLS GRAND—AND
I FEEL SO CLEAN
ALL OVER!

YOU'LL STAY
THAT WAY, TOO—
BECAUSE DIAL KEEPS
YOU FRESH ROUND
THE CLOCK!



ANOTHER NITE
AFTER A
DIAL BATH

WHEE, I'M
GOING TO BE
HIS MRS.



The newest
nicest way to stay
fresh all day

© ARMOUR AND COMPANY

REWARD YOUR PAL WITH THIS TASTY "COMPLETE DINNER" FOOD!



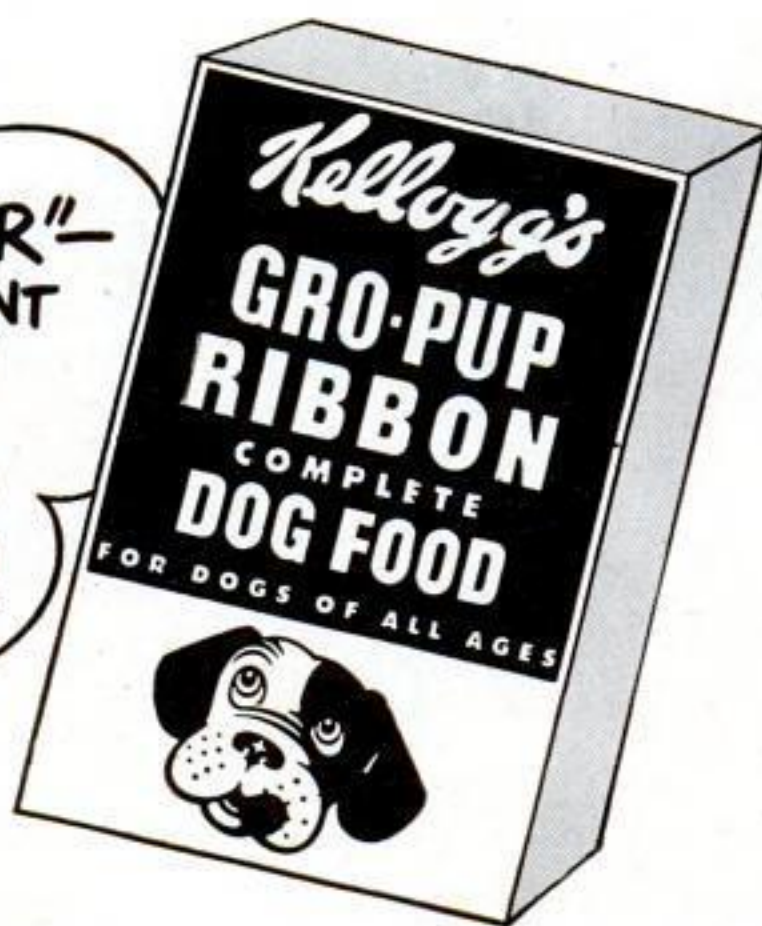
NOW!—GRO-PUP RIBBON SUPPLIES MORE VITAMINS AND MINERALS THAN TENDERLOIN STEAK!

TREAT your dog to "complete dinner" Gro-Pup. The food that supplies every known nutritional need—for health!... for vitality! Your dog needs no other food when you feed this crisp, satisfying dinner (no matter what his age, size or breed)!

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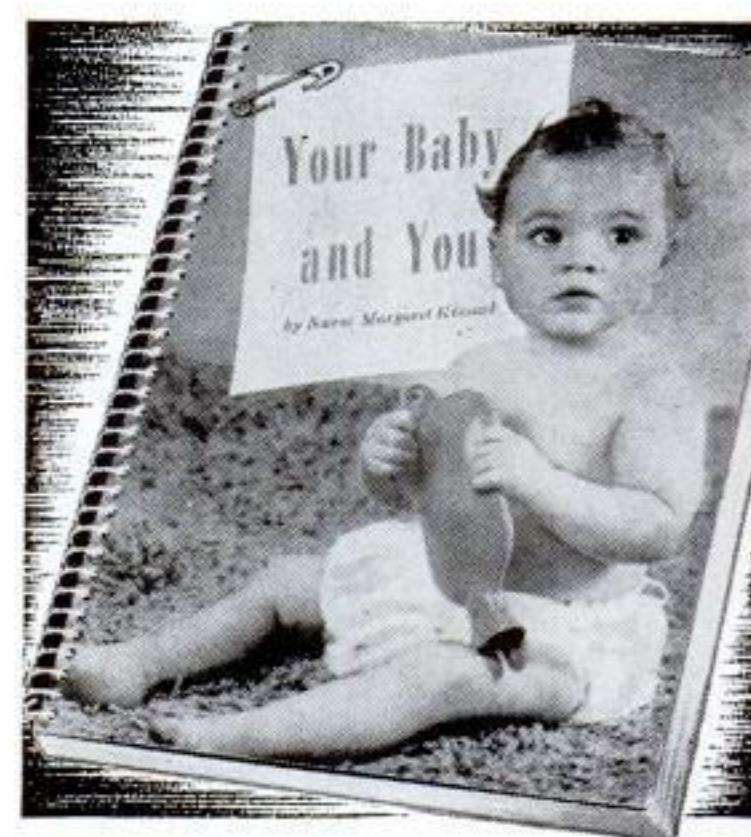
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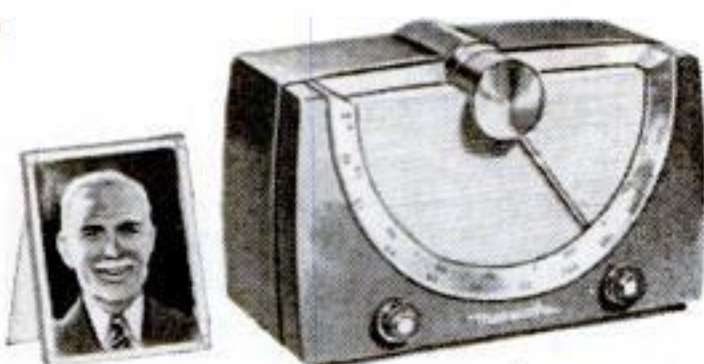
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Christmas Gift



MODEL 5A9 • AC-DC BATTERY PORTABLE RADIO
Rich on tone, big in power, and small in size (4 1/16" x 7 7/16" x 4 1/8"). Black or maroon.



MODEL 79XM21 • FM-AM TABLE RADIO
Faultless FM-AM reception. Sweep Station dial. 2 dual controls. Forest green or mahogany.



MODEL 9VT1 • TABLE MODEL TELEVISION
Exclusive 8 1/2" BROADVIEW screen. More picture for less money. All wood mahogany cabinet.

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a Motorola radio or television receiver—the gift with lasting remembrance and fond appreciation. These are gifts that sing and talk and entertain—through the years. Nothing else will so thoroughly satisfy, whether you choose a portable radio or a family entertainment combination. This year Motorola Television and Radio sets are the finest in 20 years of pioneering leadership. Make this their merriest Christmas ever by visiting your Motorola dealer soon!

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SPEAKING OF PICTURES . . .

... These show flying squirrels in action

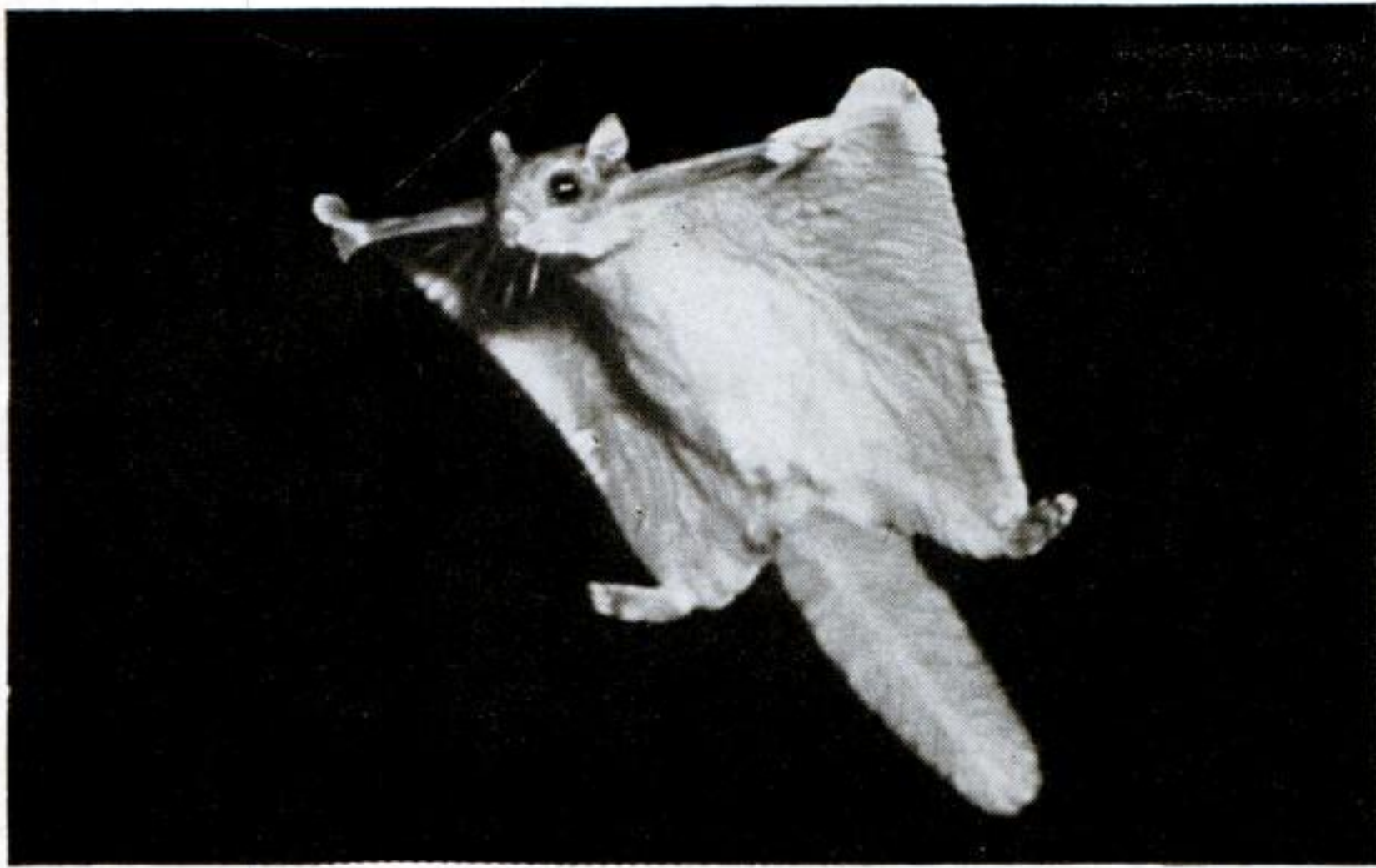
Every evening at dusk the backyard of Samuel Angle near Lebanon, Pa. suddenly becomes alive with dozens of scampering, swooping little creatures. These are flying squirrels, which are common in the U.S. but seldom seen by man because of their shyness and nocturnal habits. Angle's generosity in putting out peanuts and peanut butter has made them tame, and sometimes he has as many as 100 of them sailing around among the trees. Resembling other squirrels except for the wide flaps of skin between its legs, the flying squirrel travels between trees by leaping from a high branch, spreading its tiny legs and speeding to its destination, using its tail as a rudder. Gliding downward at an angle of 20°, it can take off from a 60-foot height and "fly" for 150 feet before reaching the ground.



NUT IN MOUTH, SQUIRREL SCAMPERS UP A TREE



MULTIPLE EXPOSURE SHOWS HOW A SQUIRREL STEERS WITH ITS TAIL WHILE IN FLIGHT



THE SQUIRREL'S "WINGS" CONSIST OF WEBLIKE SKIN BETWEEN ITS FRONT AND HIND LEGS



AS IT NEARS A TREE (RIGHT) IT STRAIGHTENS UP TO BRAKE ITSELF BEFORE LANDING



PEANUT EATEN, IT DARTS DOWN FOR ANOTHER

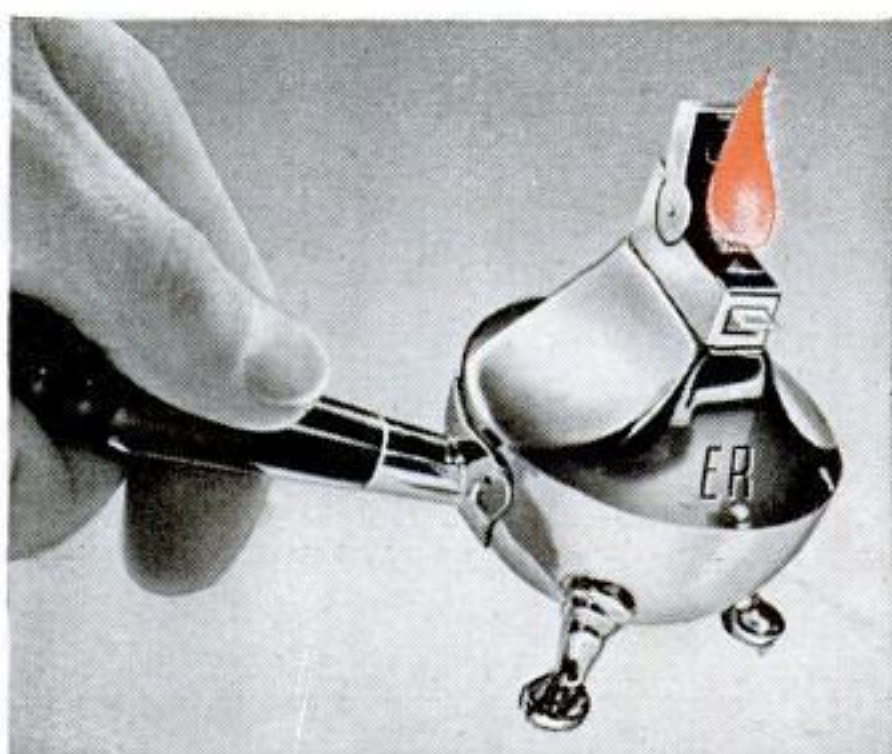


ELLA RAINES
Starring in
A DANGEROUS PROFESSION
An RKO Radio Picture

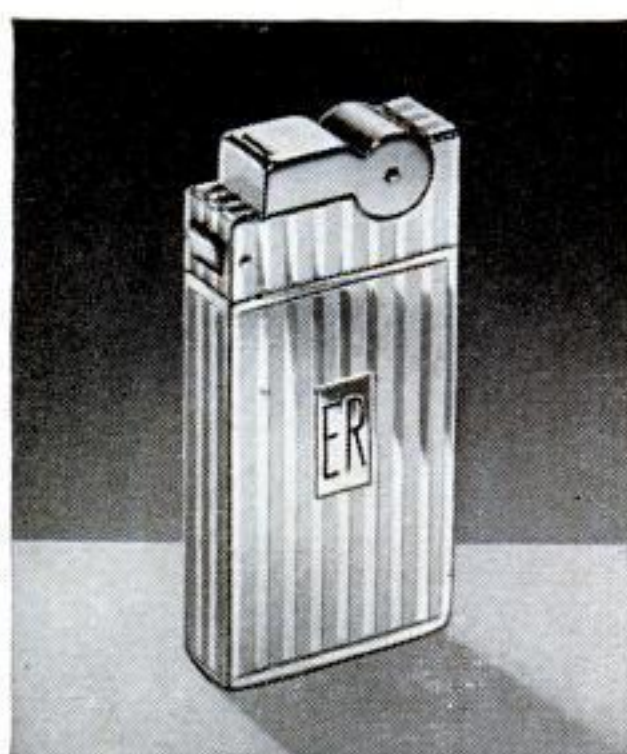
E.R. loves A.S.R.

"That light in my eyes," says Ella Raines, "is for the handsomest, most dependable darling I know. Soon as I saw the new A.S.R. 'Heritage', I knew it was the lighter of my life!"

- Lights automatically—easy as snapping a light switch!
- Refilling's easy as pouring coffee!
- You can pass the light without passing your thumb—*stays* lit without holding!
- Goes for weeks without a drink!
- Can be engraved!



ASR 'HERITAGE' TABLE LIGHTER. New! Serve a light with the unique lighter of hospitality. Rich Rhodium finish resists tarnish. Can be machine engraved. No Fed. Tax. \$12.50.



ASR POCKET LIGHTER in lustrous Chrome finish. With all A.S.R.'s exclusive features. No Fed. Tax. \$5.95. Others to \$200.

A.S.R. lighter

A.S.R. Precision Product—
A.S.R. Corporation,
Brooklyn 1, N. Y.

Your A.S.R. Lighter loves Boone Flints—so insist on them!

FLYING SQUIRRELS CONTINUED



PREPARING FOOD, Angle and daughter Barbara set out fare. They began using peanut butter when they once ran out of peanuts, found fliers loved it.



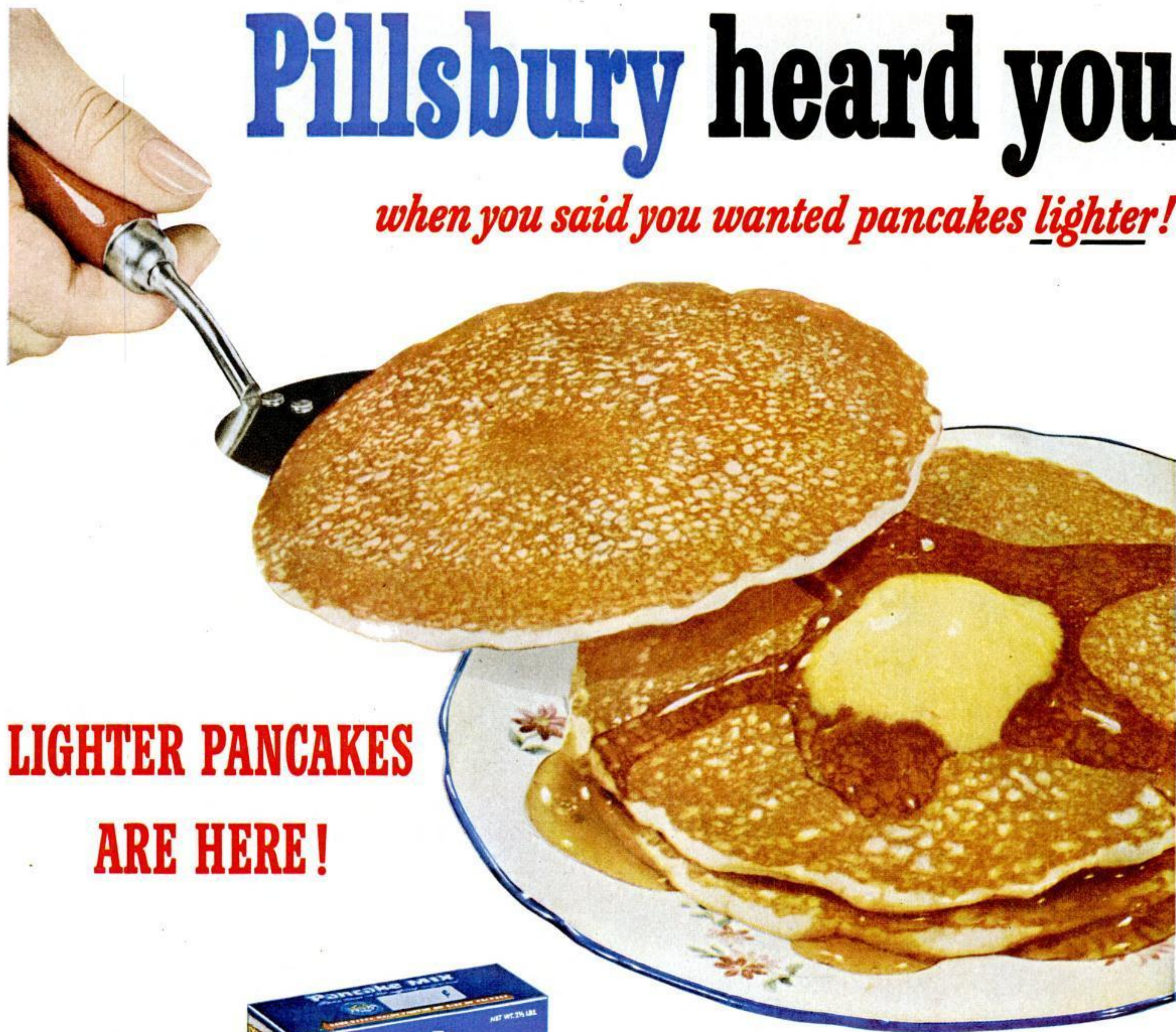
TAKING PEANUT, a squirrel perches on the feeding stand. The squirrels are fondest of nuts and seeds. For dessert they like to munch cut-up apples.



APPLYING IODINE, Barbara Angle repairs small nip suffered by father. Some fanciers like to play catch with them. Squirrels don't seem to mind at all.

Pillsbury heard you

when you said you wanted pancakes lighter!

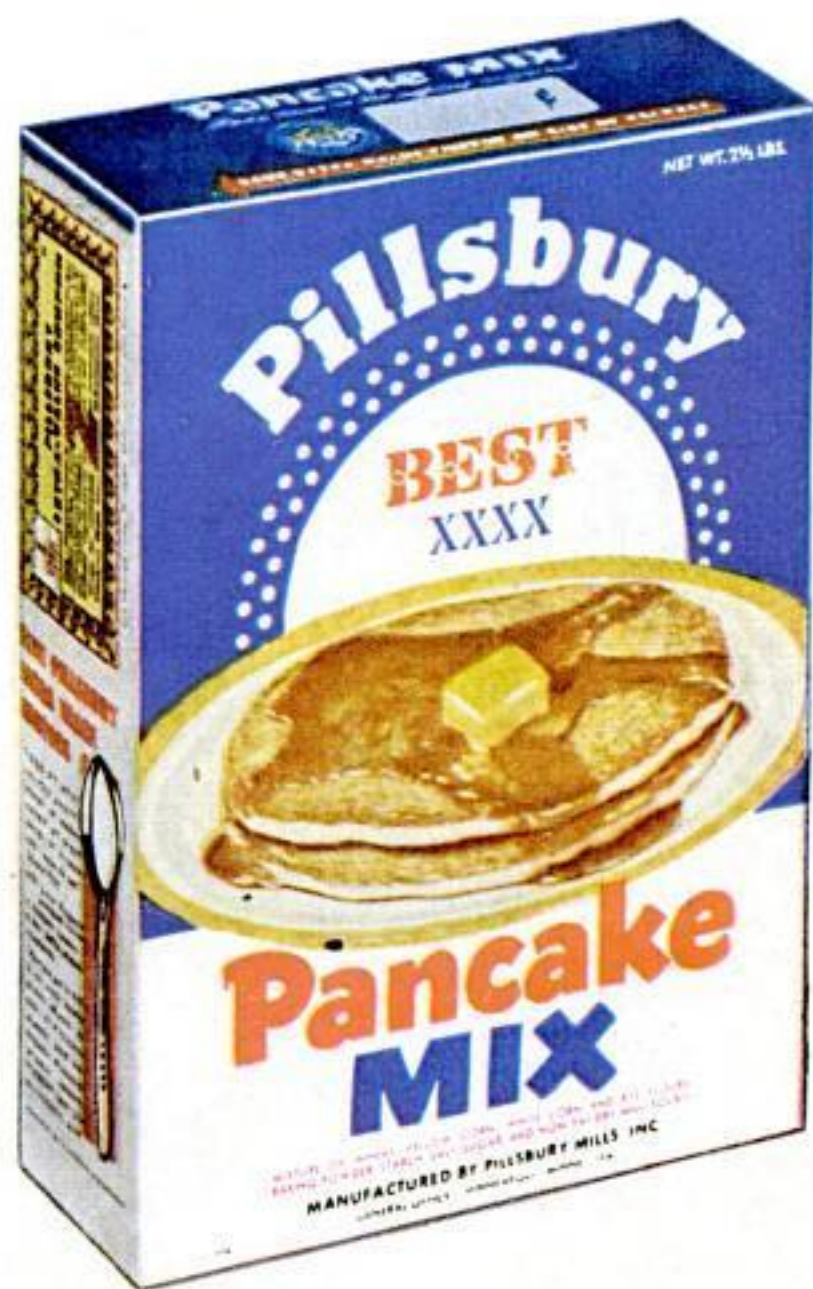


**LIGHTER PANCAKES
ARE HERE!**



*You and Ann Pillsbury
can make a great team*

Ann Pillsbury has developed a new lightness in pancakes, and has kept all that old-time goodness, too. Now, with this mix, it's easy for you to make really light, delicious pancakes every time.



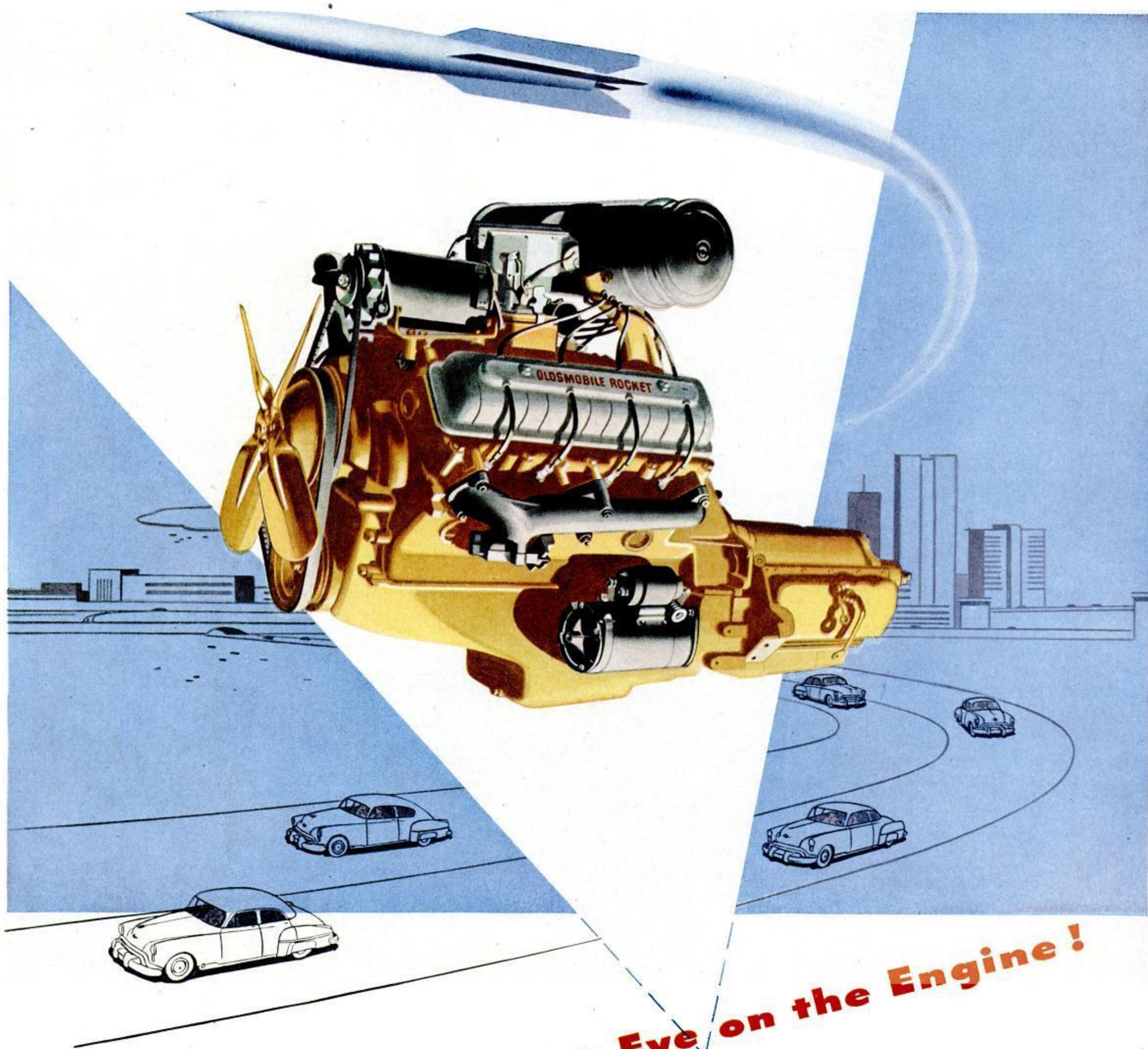
Pillsbury PANCAKE MIX

Perhaps you've wondered (as most people have) . . . why can't pancakes be lighter? Now they *are* lighter! Step by step, Pillsbury has improved this pancake mix over the years until now it is the one mix in America that gives you pancakes with such conspicuous lightness. Remarkably fluffy and tender. Rich, golden color. Delicious flavor! (And convenient, of course. All you do is add milk.) Go on—relax and enjoy these lighter pancakes!

It's another great mix from Pillsbury Mix Headquarters. Wonderful for waffles, too. And for good old-time buckwheats with new lightness get Pillsbury Buckwheat Mix.



3 Original Rogers Silverplated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and 6 coupon values. Send to Pillsbury, Box 150, Minneapolis, Minn. Write for free premium booklet on Pillsbury Premium Plan. Savings up to 50% on complete silverware service and other valuable articles. Extra-Value coupons with all Pillsbury packages.



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Get the Oldsmobile "Rocket"—and you get the *only* Futuramic engine in the world! You thrill to an exciting new experience, from the moment you touch the wheel. Instantly the "Rocket" flows into the smoothest, most dynamic action you've ever known! But that's just the beginning. You ride in restful pleasure—thanks to the ease and quietness of "Rocket" driving! The miles go by on a budget—because the "Rocket" gives you remarkable gasoline economy! And then you know why the "Rocket" combines with Oldsmobile's Hydra-Matic to make *the most famous "power package" ever produced!* So follow the lead of America's smartest motorists. Go to your Oldsmobile dealer's soon—get the Futuramic action team that's sure to *stay new* for years to come! Own a "Rocket"-Hydra-Matic Oldsmobile!



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 A GENERAL MOTORS VALUE

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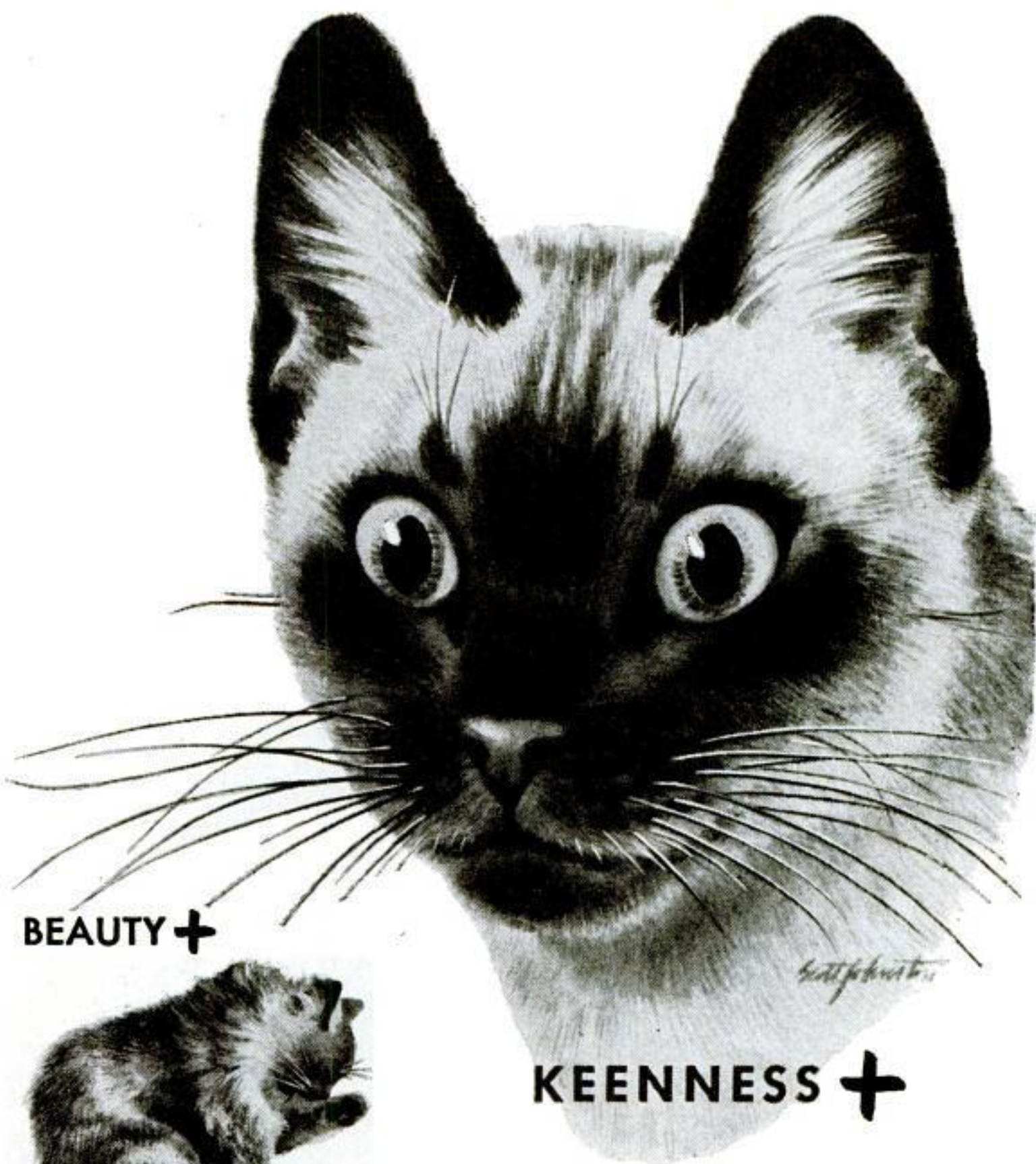
LIFE'S COVER

Nita Bieber, caught on this week's cover in a moment of repose, started performing in public at the age of 5, when she did a decorous fan dance in a long pink organdy dress. After her graduation from Hollywood High School she traveled as a dancer with a USO troupe called the Russian Revels, and then joined the Jack Cole Dancers for a nine-month tour of the U.S., during which she became very proficient both in cooking and in beating off bouquet-laden Romeos. She is back in Hollywood now, where she has kept busy with her family, her cats and her painting and now with her movie career (pp. 55, 56).

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16, 17, 18—BERNARD HOFFMAN	65—JOE MUNROE—PHOTO ASSOCIATES, CARL IWASAKI
23—H. G. WALKER	66—JOHN DOMINIS EXC. CEN. JOE MUNROE
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ABBREVIATIONS: CEN. CENTER; BOT., BOTTOM; EXC. EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS;
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Puss'n Boots
adds the **PLUS!**

LIVELINESS +



You notice in many
ways the benefits of
complete nutrition

A cat generally keeps well and on the go.
But the difference between a cat merely
well and one abounding in health is seen
when a nutritionally complete diet is fed.

Puss 'n Boots is made of 85% fresh-caught whole fish		
FISH	for	strong tissues, maintenance, growth
Bone	"	strong bones and teeth
Liver oils	"	healthy skin, glossy fur, energy
Mineral salts	"	good blood, nerves, tissue growth
To which are added other carefully selected elements		
Rice Polish	for	good disposition, energy, growth
Corn gluten and ground barley	"	energy
Alfalfa greens	"	healthy skin, regularity
Peanut and linseed meals	"	good eyes, appetite, digestion, steady nerves
Thoroughly cooked in the can - vacuum-packed - safe		

Cat owners tell us they notice
improvement in their pets when
they feed Puss'n Boots. That's
because each ingredient is
carefully selected to contribute
its own special benefit.

Together they provide an all-
round food that adds many
plusses to your cat's health—
improvements you readily see.

STUDY THE PUSS 'N BOOTS CHART

See the chart...the story it tells. Puss 'n
Boots gives your cat this complete
kind of nourishment at every feeding!

*Prepared in cooperation with specialists of American Museum of Natural History, N. Y.



A solid white coat, a long neck and a slender, pointed head distinguish the **POLAR BEAR**.



The Asiatic **SLOTH BEAR** is distinguished by long silky black hair and a protruding lower lip.

The largest carnivorous animal on earth — the giant **ALASKAN BROWN** or **KODIAK BEAR** is distinguished mostly by its tremendous size. It also has claws that are more sharply curved than those of its cousin — the Grizzly.



When you go to the zoo...
THE "TRADE-MARKS" OF NATURE*
 identify the bear family



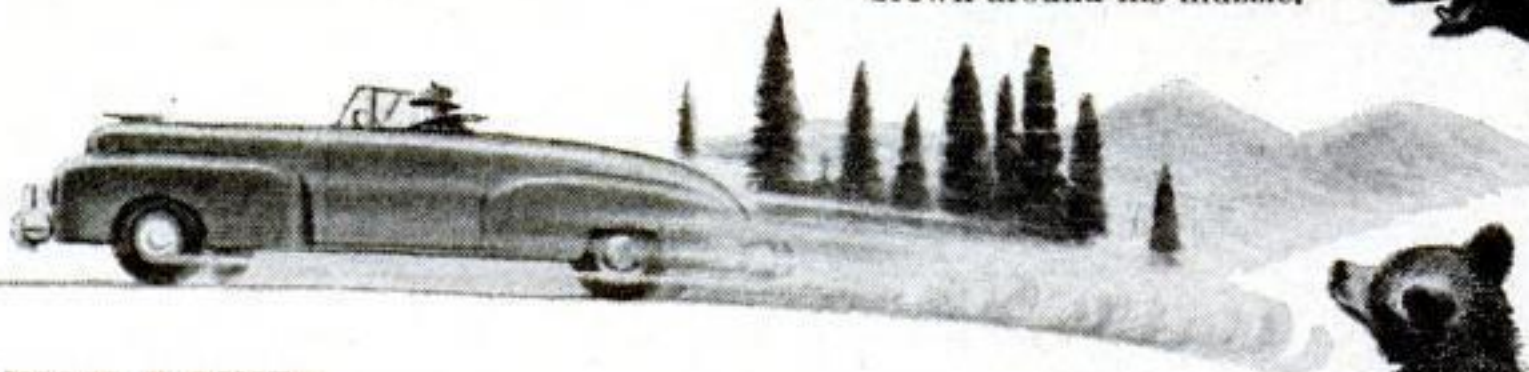
The only South American bear is the **SPECTACLED BEAR** — which usually has white rings, or "spectacles," around the eyes.



Fur that is usually silver-tipped, giving a grizzled appearance, and long, slender claws on the forepaws mark the **GRIZZLY**.

When you buy gasoline
THE "TRADE-MARK" "ETHYL"
 identifies gasoline stepped up with "Ethyl" antiknock fluid

The **BLACK BEAR**, smallest North American bear, is identified by a coat that is usually black except for a patch of brown around his muzzle.



FOR GET-AWAY POWER...

for quick, eager response to the lightest touch of the accelerator...
 for smooth, even power that carries you cross-country or cross-town...
 for the pleasure of an engine running its best all the time...
 ask for "Ethyl" gasoline—high quality gasoline improved with "Ethyl" antiknock fluid, the famous ingredient that steps up power and performance.

"Ethyl" antiknock fluid is made by **ETHYL CORPORATION**, Chrysler Building, New York 17, N. Y.



THE VICE PRESIDENT OF THE U.S. DISPLAYS HIS HAPPY BRIDE'S WEDDING BAND WITH ONE HAND, MAKES A TRIUMPHANT V FOR VICTORY SIGN WITH THE OTHER

THE VEEP TAKES A WIFE

The moon over Mount Vernon looked as big as a dishpan, and much more romantic. Cruising down the Potomac on the presidential launch *Margie*, the 40 guests of presidential aide Clark Clifford (including the Secretary of State, Dean Acheson) probably never guessed what romantic reasons they would shortly be given for remembering the night of July 8, 1949. It was on that moonlit night that Vice President Alben W. Barkley, going on 72 and a widower, first laid eyes on comely Mrs. Jane Rucker Hadley of St. Louis, going on 38 and a widow. Looking at the Cliffords' house guest, he saw a dark-haired, trim-figured woman whose hazel eyes seemed to sparkle with good sense as well as good humor. Returning his glance, and his easy small talk, she saw a courtly Kentuckian who was

more than old enough to be her father, yet whose sense of humor matched her own and marked him as one of the young in heart. They lunched together the next day, sat across from each other that night at one of Washington Hostess Gwendolyn Cafritz' parties (p. 24), and pretty soon the country was aware that the Veep had a steady girl. Last week in St. Louis he married her, in the most breathlessly reported wedding since Rita Hayworth's—and one that for bantering conversation was many times as memorable. Reporters in St. John's Methodist Church and cameramen outside far outnumbered the guests at the seven-minute ceremony. Preparing to face the 5,000 people who milled beyond the sidewalk canopy—and the television audience too—the bride said nervously, "Will some-

body fix this jacket on me right before we go out and face that mess?" Said the Veep, "Why, that's no mess out there, my dear. That's the American people." Later at the wedding reception the Veep told the massed photographers, "Nope, no kisses. We'll reserve that till later." Said his bride (for whom he had just suggested the title "Mrs. Veep"), "That's awful fresh!" Said he, "Well, if I'm presuming too much I'd like to know it now. . . ." As they drove away on their honeymoon someone asked if Shangri-La, their announced destination, wouldn't be a little cold at this season. Joked 1949's "Grandfather of the Year," now the bridegroom of the year to boot, "Well, we'll warm it up!" Said his lady, "We're going to have a wonderful life!" And the American people hoped they really would.

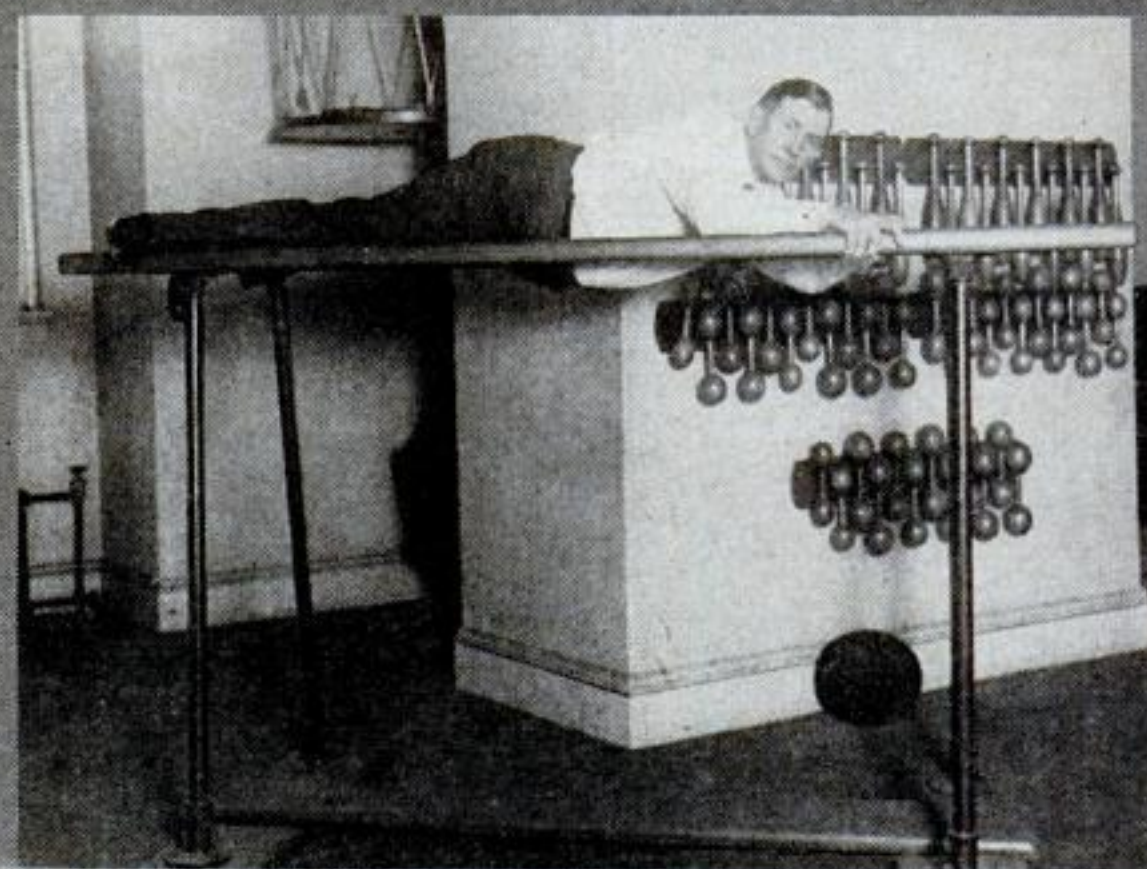
THE BRIDEGROOM: BACKWOODS BOY TO ELDER STATESMAN



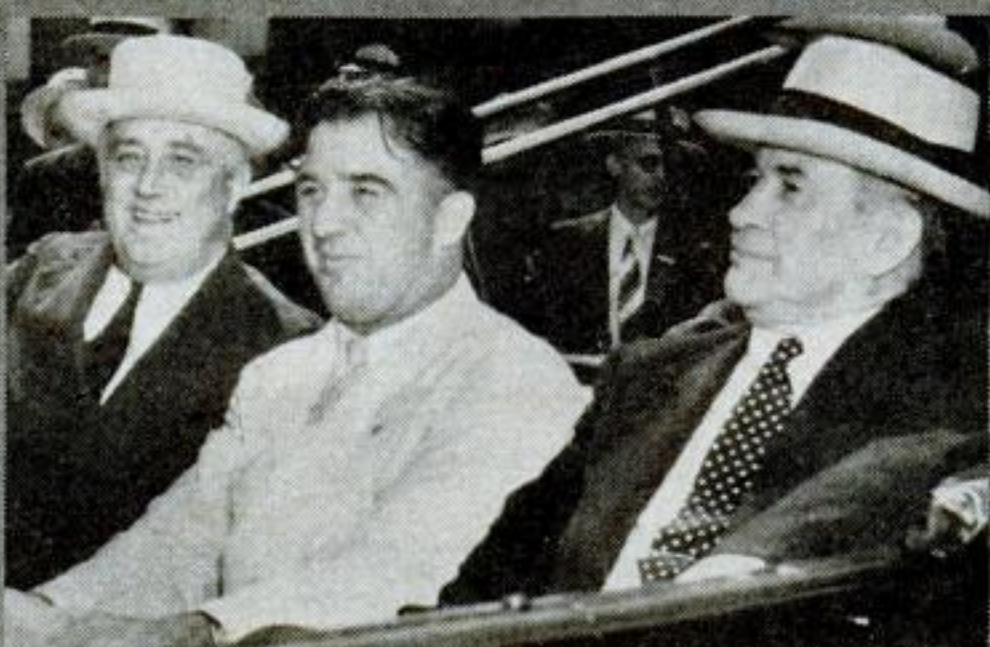
AT AGE 12 album picture shows Alben Barkley (right) with his family outside home at Lowe's Crossing, Ky. He was born in a log cabin, and his father (rear) was a backwoods tobacco farmer.



AT AGE 21 Barkley struck this pose after winning 1898 oratorical contest at small Emory College in Oxford, Ga.



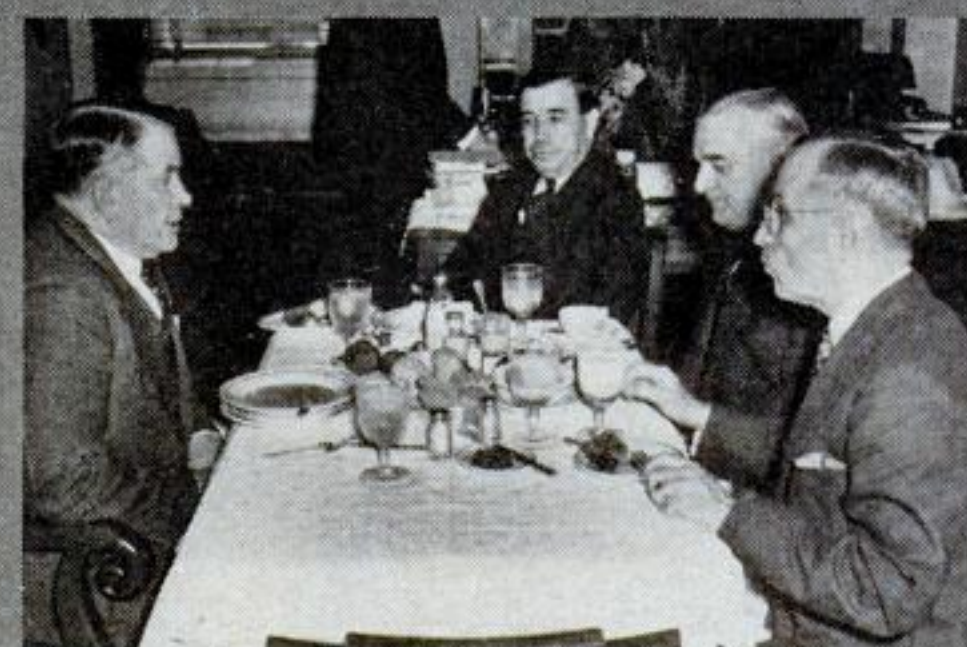
AT AGE 50 freshman Senator Barkley, a veteran of 14 years in the House and already a masterful press camera performer, took to the parallel bars in the Senate gym to keep himself in shape.



"DEAR ALBEN" was indorsed by F.D.R. over Governor A. B. Chandler (center) in 1938 speech at Covington. Chandler later got Kentucky's other senatorship.



FIRST MRS. BARKLEY was former Dorothy Brower of Paducah, shown with husband at National Gallery's dedication in 1941. She died in 1947 after a long illness.



HARRY TRUMAN first knew his future Veep while a senator. In 1938 they lunched with Dennis Chavez (center) and Joe Guffy in the office of the Senate secretary.



CAMPAIGN KISS was planted on a Toni twin in the 1948 national campaign. As Veep, he became famous as a kisser.



QUEEN'S KISS, for Virginian Lucyle Humphries, brought Veep's coy remark that he might soon get a queen of his own.



PUBLICITY KISS, which the Veep enjoyed like all the other kisses, helped Gloria Swanson's comeback in a new movie.



GOOD LUCK KISS last August was a send-off for Mary Jane Hayes, Miss Washington in Atlantic City beauty pageant.

THE BRIDE: SMALL-TOWN GIRL TO NATION'S NO. 2 HOSTESS



INFANT Jane Rucker, 3 months old, was held by proud father, Lawyer Roy Rucker, in 1911. Barkley was then 34.



TEEN-AGER Jane, a Keytesville, Mo. girl, posed with Carleton Hadley at St. Louis amusement park. They wed in 1930.



LOVE BLOOMS at Washington party the day after the Veep and Widow Hadley were introduced by Clark Clifford (left).



ROMANCE was thriving as Jane and daughter Anne visited Veep's Paducah home. Portrait is of first Mrs. Barkley.



AT TROUSSEAU PARTY for girls from the office Mrs. Barkley bowled them over in this black velvet cocktail dress. Guests, including Ella Wolf, the overwhelmed stenog-

rapher at right who works in legal department of Wabash Railroad, also got a look at home of the bride's friend, Mrs. T. M. Sayman, later the scene of the wedding luncheon.

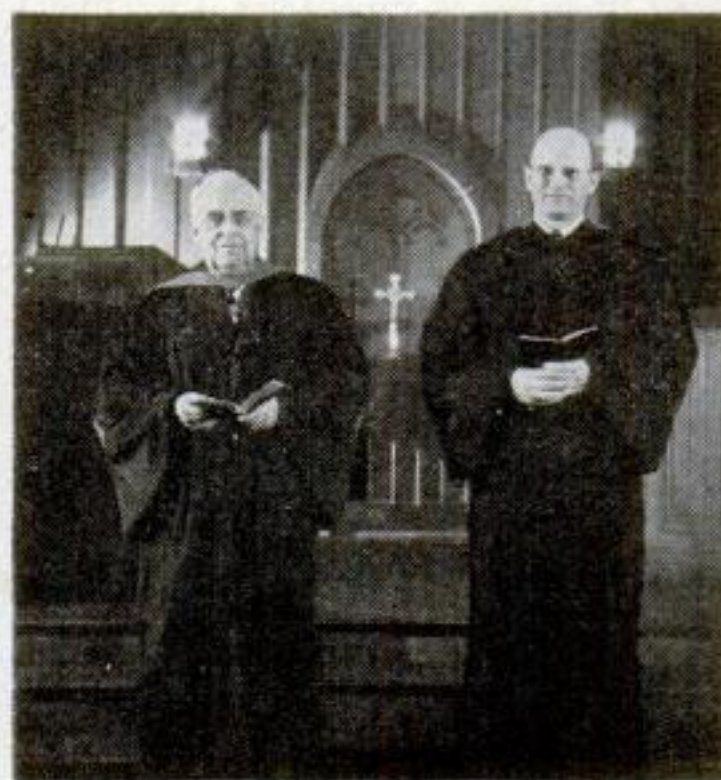
Veep's Wedding CONTINUED



WELCOME SIGN was put on door of the Sayman house when maids wearied of answering the doorbell for well-wishers.



WEDDING CAKE gets finishing touches from St. Louis Baker Joe Machatschek Jr. Ordered by Hostess Sayman, it cost \$19.25.



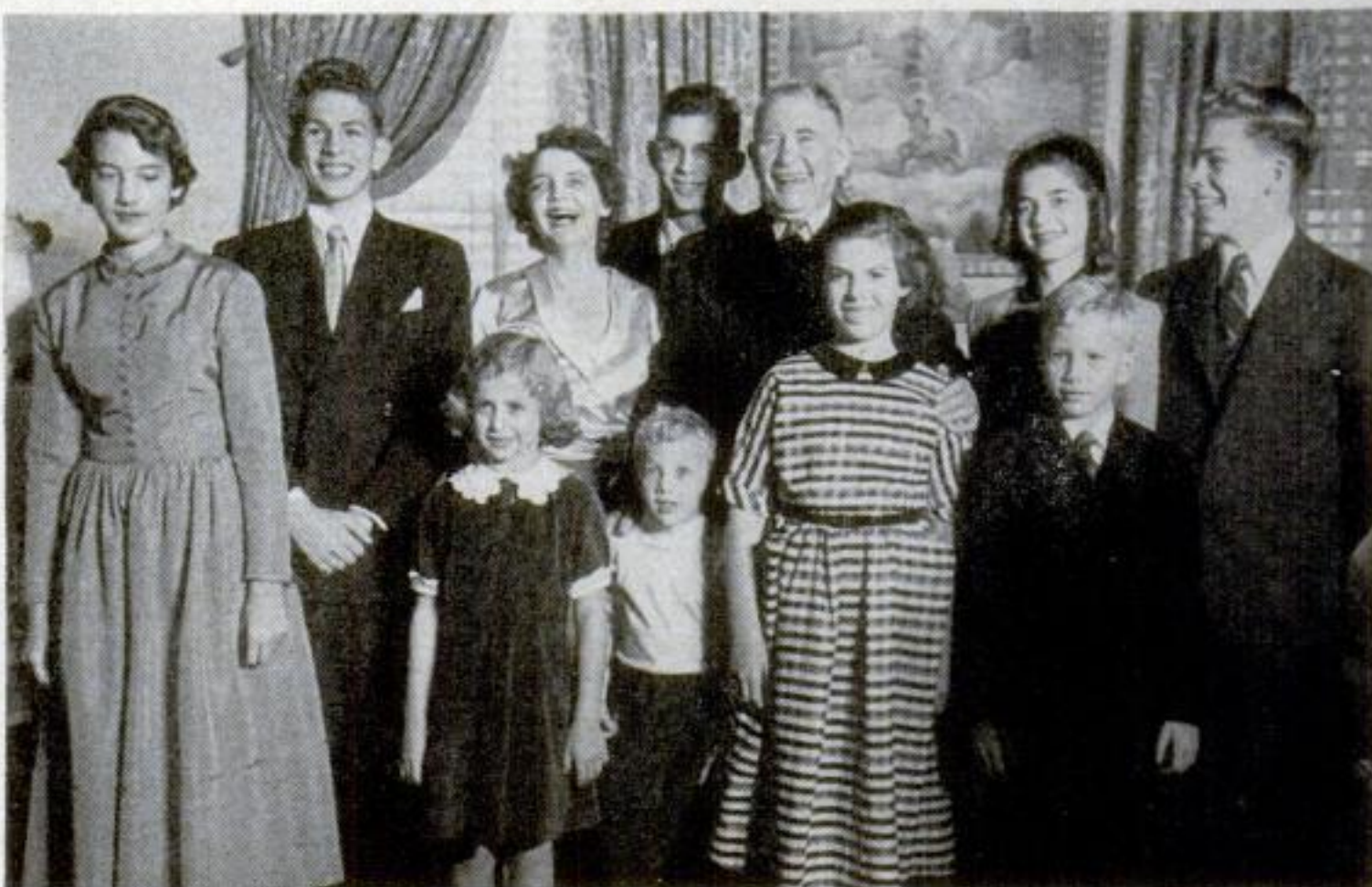
CLERGYMEN who officiated were Bishop Ivan Lee Holt (left), president of Council of Methodist Bishops, Pastor A. Godbold.



BRIDAL CORSAGE of three red roses went to Bridget ("Brightie") Daly, one of the Sayman maids, at bride's request.



"THAT'S THE AMERICAN PEOPLE," said Veep of the crowd outside the church, which included this bevy of St. Louisans. As the wedding party left, a pushing throng of female souvenir hunters swarmed into the church to defoliate the altar like locusts.



HAPPY FAMILY includes Mrs. Barkley's daughters, the Veep's grandchildren. From left they are Jane Hadley, Tom Truitt, Dorothy Anne Barkley, Alben II, Max Truitt Jr. (rear), Mimie Mae MacArthur, Anne Hadley, Stephen Truitt and Alben Barkley Truitt.



HOSTESS at reception, shown with the Barkleys, is the socially prominent widow of T. M. Sayman, a circus strong man who turned to soap-making and made millions at it.



TETE-A-TETE at Sayman's house pairs off Tom Truitt and Jane Hadley, both 14. Her mother marveled, "Look at all the grandchildren I have—and it was all painless!"



SMALL FRY Stephen Truitt, Alben II and Dorothy Anne, restive at grownups' party, play with a toy gun on sofa as Son David ("Bud") Barkley balances coffee cup.



COUPLE AT CAR DOOR after champagne luncheon are about to start out on wedding trip in merry Oldsmobile convertible. Photographer sat in car to take picture.



GROOM IS AT WHEEL before scooting over to make room for bride who was chauffeur on drive to Shangri-La by roundabout way of Barkley's stately Paducah home.



BRIDE IS AT WHEEL as they make getaway. "Pretty good chauffeur, don't you think?" said the Veep. "She's the only woman who knows how to get me out of St. Louis."



THE NEW MRS. BARKLEY SHOWS OFF HER RING
TO HER ADMIRING DAUGHTERS JANIE AND ANNE

REVOLUTION ON THE CAMPUS

IN DEFENSE OF JUNKETS

There is considerable hue and cry in the press about the clownish conduct of some American congressmen who are now expensively junketing abroad. The object of most of it is Senator Elmer Thomas of Oklahoma, who has been threatening to call off any further ECA aid to Sweden simply because the Swedes did not take the Oklahoman and his touring committee as seriously as Elmer would have liked. The senator was actually treated reasonably well, and we as Americans are ashamed of his performance. But we trust that the criticism of Senator Thomas will not serve to discredit the whole idea of congressional junkets and discourage healthy inquiry into the uses of ECA aid (Sweden has been severely criticized by better qualified observers than Senator Thomas, by the way). Most of the congressmen who go abroad are well behaved and therefore well received. A congressman can vote more intelligently on aid to Italy if he has been there, and a taste of *filet de sole bonne femme* in Paris brings a finer appreciation of the French problem on the Senate floor months later. The world is a big place, the U.S. is in it to stay, and we hope that more and more congressmen get out and around in it between sessions.

THE CULTIVATION OF ULCERS

Now here's a pretty problem. According to Dr. David Slight, Chicago psychiatrist of some note, the modern business executive is falling prey to colitis, peptic ulcers, high blood pressure and heart trouble because he is too nice a fellow. By nature, says Dr. Slight, the successful executive is aggressive, a table-pounder, a man of action who needs to express his innate drive and vitality in ways not recommended by Mrs. Emily Post. And what happens? He is taught that arrogance is a sin, compromise a virtue, diplomacy a mandatory art. So he suppresses his natural inclination, denies himself his normal outlets, and winds up a nervous and physical wreck. Dr. Slight does not tell the executive what to do about this; he merely names two of the few remaining occupations in which a man can let himself go. It is still possible, Dr. Slight suggests, for a labor leader or "a professional do-gooder" to get wrought up without being shunned and damned as an obnoxious lout. As for ourselves, we have never believed that conflict *per se* is bad for the social community. All this may suggest that a little less restraint, a little more rambunctiousness and willingness to fight out the issues of the day would be healthy for all concerned. It might even reduce the incidence of executive ulcers.

THE NEW LIBERAL ARTS COLLEGE IDEAL IS THE "ROUNDED MAN"

A revolution in education is just now gathering its full momentum in the U.S. colleges. Or, to put it more accurately, a counterrevolution is winning out over the revolutionists of a generation ago. The result should be an America better fitted to live with itself and its world.

The counterrevolution has specifically upset the ideal of the '20s, when extreme fragmentation prevailed and courses in beekeeping and cosmetology could be freely elected in all too many colleges as alternatives to the seminar on Aristotle or English 30. The new college world is becoming a world of order, of graded cultural values. Premature specialization is out; the ideal of the "rounded man" able to think in universal terms has returned. On campus after campus the trend is toward giving the freshman and sophomore student an intimate speaking acquaintance with the full sweep of Western culture, from its Hebrew, Greek and Roman origins to the present. Only after fulfilling certain broad general "core" requirements in history, philosophy, science and literature is the new student permitted to dig deep into a narrow specialty or spread himself thin.

This will be news to the more extreme followers of pragmatist John Dewey, men who still think that the future in education belongs to schools that stress the experimental method and complete freedom to choose any conceivable combination of subjects. It will equally be news to the more embattled partisans of Chicago's Robert Maynard Hutchins, people who still fail to realize the astounding victory that Hutchins has won in his battle against the type of education that ignores the great sources of the Western tradition. The extreme disciples of Dewey and Hutchins will go on arguing but, as happens in every cycle of revolution and counterrevolution, the all-outers are now being left behind. The new order in the colleges is something of a synthesis; it has retained many of the Deweyite teaching devices, such as the Socratic classroom discussion and the doorbell-ringing field study. But where the Deweyites stressed means, the new education is far more preoccupied with ends.

Proof that the revolution is now almost completely housebroken may be derived from the number of colleges which proudly claim a pioneering role in the creation of the new day. The plan so vigorously promoted by Hutchins ("Go to the original sources, read the Great Books") has proved so vital that quarrels over its paternity rage interminably. Some trace its origins to John Erskine's old literature course at Columbia; others insist that Alexander Meiklejohn of Amherst and Wisconsin was the true originator. Whatever the answer may be, more than one college dean resents the imputation that any one, two or three men have been responsible for rescuing the humanities from the encroachments of those who would ground all wisdom in contemporary experiment.

The famous Harvard report on *General Education for a Free Society*, published in 1945, gave terrific impetus to the revolution. But the Harvard report merely summed up

what was in the air. The Yale report on suggestions for a new curriculum was actually in mimeographed form several months before the Harvard report was available. Amherst rethought its curriculum during the war; so did Smith, Sweet Briar, Wellesley and Swarthmore.

The upshot of it all is that only the most recalcitrant liberal arts student can now escape from a four-year undergraduate experience without reading a good percentage of the "100 Great Books." Willy-nilly, the American college youth is forced to reckon with Plato and the Gospel According to St. Matthew, as well as with Ernest Hemingway. A Yale freshman course in ethics turns out students who have pondered Aristotle's *Nicomachean Ethics* and the New Testament as well as John Stuart Mill and John Dewey. At the conclusion of the course the student is asked to choose his own brand of ethics, but he chooses it in the light of exposure to all the great ethical systems of the West, not merely one.

Even "English" is no longer a literary record of the parochial experience of the English and the American peoples. New English courses cut across language barriers with gay abandon. A course in tragedy, given by a professor in the English department, will begin with the Book of Job, go on through Greek tragedy, then move to Dante, Chaucer, Shakespeare, Dostoevski, Herman Melville—and F. Scott Fitzgerald. The English student is thereby exposed to examples of all the great tragic writing in the Western heritage. A similar course in the epic will go from Homer (Greek) to *Beowulf* (old Saxon), from *Don Quixote* (Spanish) to *War and Peace* (Russian), and all in the name of "English 60." This crossing of departmental lines has disturbed many a vested interest, but the student emerges from it with a rich experience and a feeling that he is part of a culture that has many national mansions. And, lest the new courses in the Western heritage be deemed merely a more pretentious parochialism, the new language requirements in some colleges permit a student to choose Arabic or Chinese instead of French.

Since the old criticisms of America's pragmatic "gadget-mindedness" and lack of cultural depth are still heard here and there about the world, it is important that news of the present revolution—or counterrevolution—in U.S. college education be noised abroad. A nation that conceives its culture in terms of universally shared ideals is obviously a safer international partner, a more responsible world power. It should be good news to other nations that U.S. preoccupation with its own gadgetry is dying along with political isolationism. What the Harvard report calls "general education for a free society" is, more importantly, general education for a free world. True, the U.S. has its own special contribution to make. But it is just as true that we are part of a great tradition going back to Roman, Greek and Judaic sources. We are not letting the tradition down.



VICTORY AT LAST!

When Coach George Ackerman of the Trenton (N.J.) State Teachers College delivered this half-time lecture, his team was trailing Montclair 0-6. This was nothing unusual—Trenton hadn't won a

game since 1938. Whether the coach's talk or the maxim on the sign above his head did the trick this time will never be known. Anyway, Trenton went out and won, 7-6, for its first victory in 45 starts.



LOOKING LIKE THE SKELETON OF A PREHISTORIC FLYING MONSTER, THE CHARRED REMAINS OF A B-29 BOMBER SET AFLAME IN MID-AIR COLLISION ARE LODGED IN SOFT



EMERGENCY DORMITORY was set up in Bermuda gymnasium to house crews of planes searching for survivors of ditched B-29. A B-17 rescue plane spotted the life rafts.

B-29s HAVE A BAD WEEK

On the cloudy morning of Wednesday, Nov. 16 a B-29 bomber, en route to Britain with 20 men aboard, went down in a turbulent sea somewhere northeast of Bermuda. The same day, just before midnight, two Air Force B-29s participating in a mock air raid on the West Coast collided 26,000 feet above Stockton, Calif. Plunging and spinning, they fell to the earth (*above*), killing 18 of the 21 crewmen. Two days later another B-29, taking off from Tampa, Fla. to help search for possible survivors of the ditched bomber, crashed into the harbor mud (*below*). The death toll: five.

Taken by themselves, these three accidents set no definite pattern of failure. But these were not the first B-29s to fall to earth (or sea) this year. Crashes in

SCATTERED OVER WIDE AREA OF TAMPA'S TIDAL FLAT, WRECKAGE OF RESCUE-BOUND B-29 WHICH CRASHED ON TAKE-OFF IS SEARCHED BY AIRMEN FROM MACDILL





DIRT ON LEVEE NINE MILES NORTHWEST OF STOCKTON

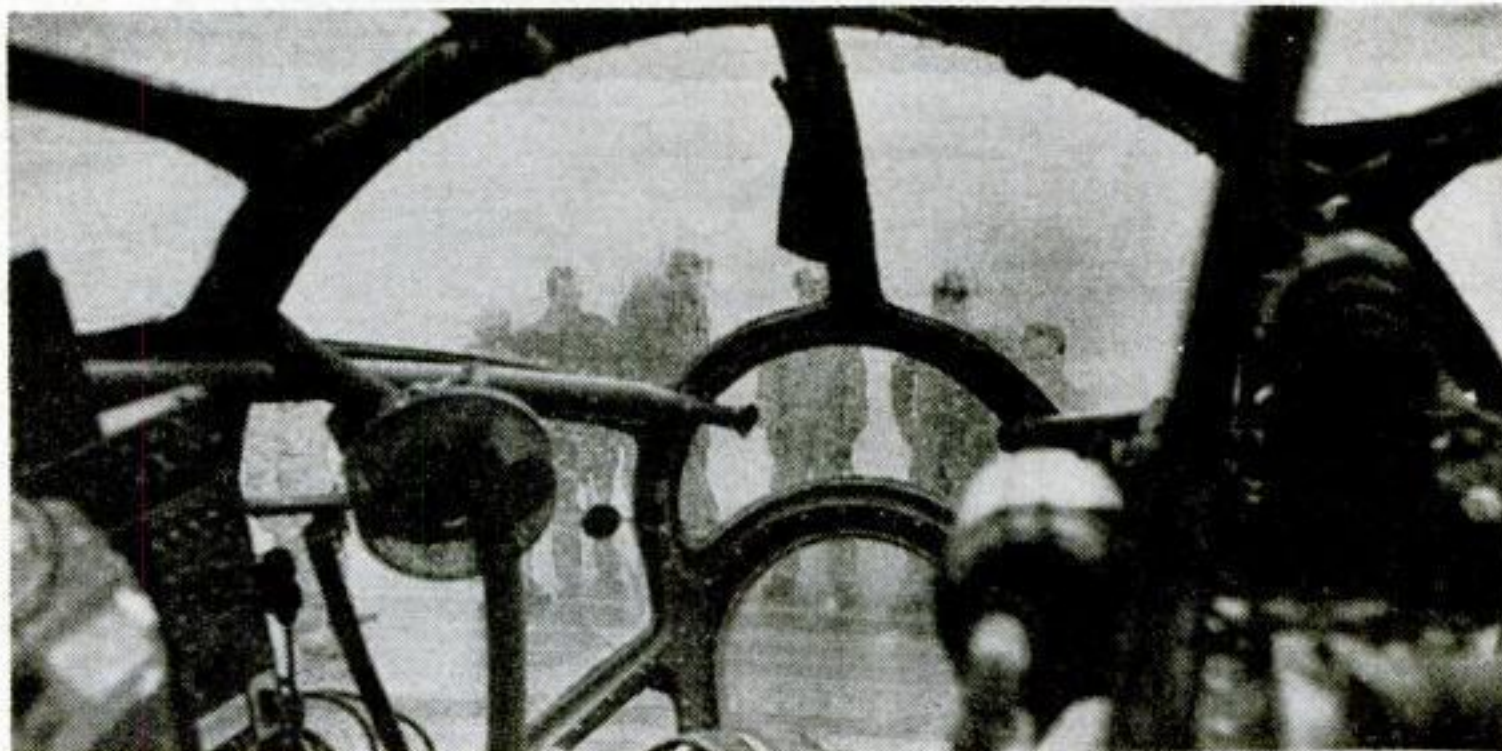


SECOND B-29 IN CALIFORNIA COLLISION HIT TWO MILES FROM FIRST. HERE BODY IS CARRIED FROM WRECKAGE

A collision in California, a ditching near Bermuda and a crash on take-off in Florida claims 25 lives

January, March, August and September had taken 72 lives. Twelve more men were killed in the first 14 days of November. In many instances engine fires had been at least partially responsible. With this in mind, the Air Force abruptly grounded all B-29s for a checkover, excepting only those planes "mechanically modernized" or engaged in the air-sea search off Bermuda.

That search paid off handsomely. Flying from the East Coast and Bermuda itself, pilots under the Air Rescue Service saw flares late Thursday. Then they spotted debris. The word was passed to nearby ships, and on Saturday the Canadian destroyer *Haida* lifted 18 exhausted survivors of the ditched B-29 from their battered life rafts. The other two were lost, bringing the week's total to 25.



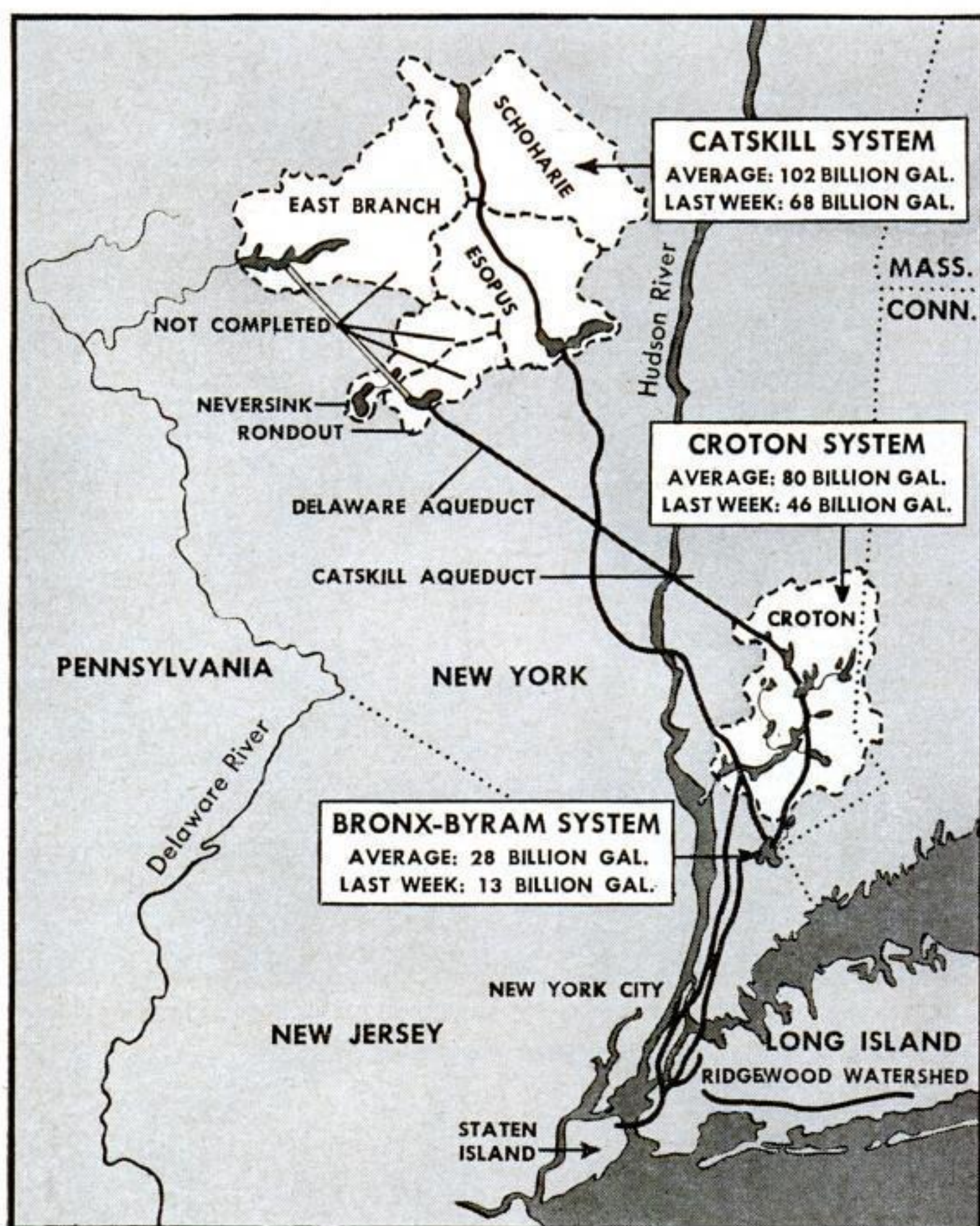
READY FOR MISSION, crew of B-29 preparing to search for ditched plane stands outside bomber's plastic nose in Bermuda rain while pilot briefs them on flight plan.

AIR FORCE BASE WHERE THE PLANE WAS STATIONED

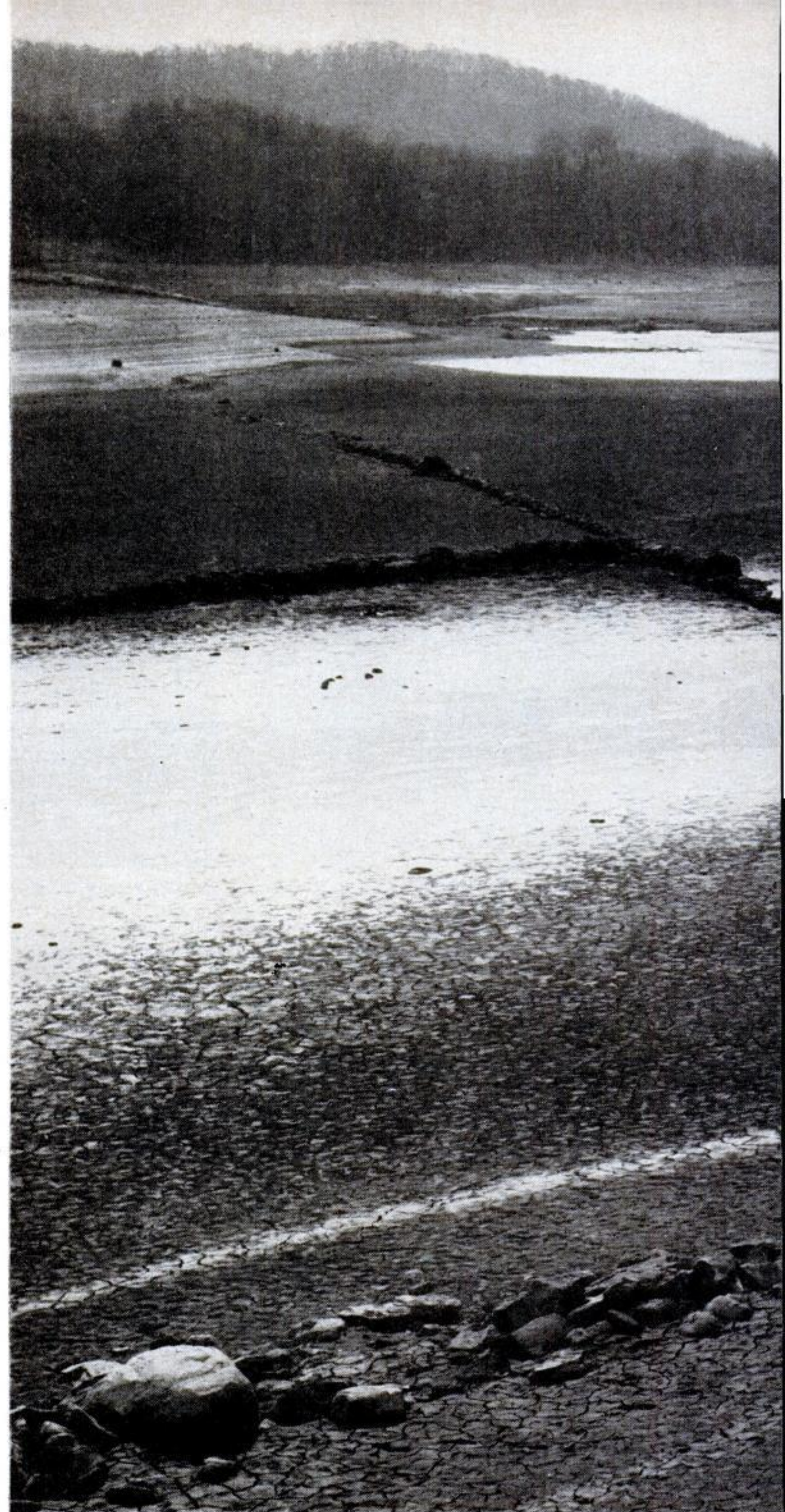


AS IN THE CALIFORNIA CRASH (TOP RIGHT), ONLY TAIL SECTION OF THE FLORIDA B-29 REMAINED INTACT





NEW YORK WATERSHEDS are north and west of the city, connected to it by long aqueducts and tunnels. The Hudson River, greatest potential source, is highly polluted.



AT EASTERN END OF CROTON LAKE, BIGGEST OF THE WATERSHED'S RESERVOIRS,

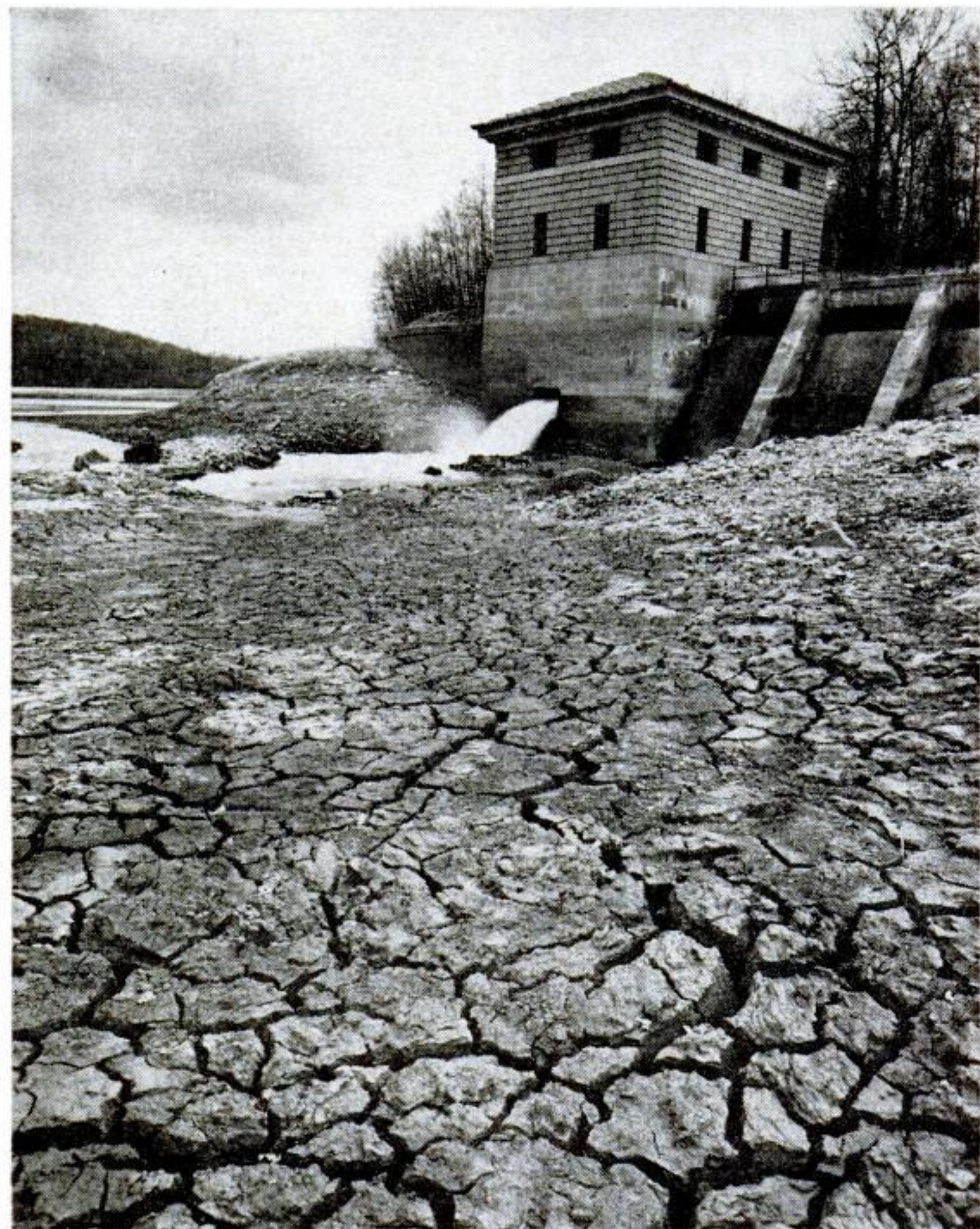
DROUGHT TURNS NEW YORK

The city faces the worst water shortage since 1881

After months of drought the great reservoirs which supply New York City's eight million people were at the lowest levels (*map*) since they were made. Kensico, the city's emergency reserve, last week had only about 12 days' reserve supply instead of its normal 30. The city faced the worst crisis since 1881, when water was so scarce that gunpowder was placed in many locations, to be used to blow up burning buildings because there was no other way to halt fires.

Since the beginning of summer the watersheds have received only a sprinkling of rainfall—the total stands at six inches below normal. Meanwhile New Yorkers have been using water at a fantastic rate—148 gallons per person or a total of more than a billion gallons per day. They have also been wasting water at a fantastic rate—every day more than 200 million gallons, enough to supply San Francisco, trickles away through leaky faucets and needlessly open taps.

In meeting the crisis (an appeal to heavy consumers by Mayor O'Dwyer on



KENSICO RESERVOIR is down 40%, is now sending out more water than it takes in. Water gushing in comes through a 115-mile aqueduct from Catskill watershed (*map*).



ONLY PUDDLES REMAIN. THE COLONIAL-TYPE STONE WALLS WERE COVERED WHEN THE LAKE WAS MADE IN 1842 AND ARE NOW REVEALED AGAIN FOR THE FIRST TIME

RESERVOIRS TO PUDDLES

but goes right on wasting 200 million gallons a day

Oct. 14 got "a poor response") the city plans to halt all sprinkling of streets, is considering periodically lowering the water pressure. The installation of meters (apartment dwellers have none) is also under consideration, but this cannot be done in time to relieve the present crisis. Another long-term project is the addition of the new Delaware system upstate, but this, although under way, will not be completed until 1956. And even after it is finished, the interim population growth of the city (an average of 56,000 a year) and the steadily rising rate of per capita consumption will almost cancel the gain in supply. The longest-range project of all is being conducted by commissioners from New York, New Jersey, Pennsylvania and Delaware, who are considering the possibility of a single enormous system to help supply the needs of the first three states. Meanwhile New Yorkers could only pray for rain—but even with above-average rainfall there was only one chance in five of getting the reservoirs to a safe level by next June.



HALF-EMPTY KENSICO showed mud beaches well below tree-bordered high-water mark when this picture was taken last August. Water level has now receded still farther.



IN AUSTRIA Representative Joseph R. Bryson (*fourth from left*) and his colleagues of the House Judiciary subcommittee have to put on warm miners' costumes before an

Army major (*left*) and two female DP workers (*right*) will escort them down into the chill dampness of Salzburg's famous Alt mine. They were investigating DP problems.



IN EGYPT Senator Homer Ferguson (*left, with wife*) poses for the traditional picture with Senators Allen Ellender and Theodore Green of Senate Appropriations Committee.



IN LUXEMBOURG grumpy Senator Elmer Thomas (*right*) got the sumptuous kind of party from U.S. Minister Perle Mesta he thought he should have had earlier in Sweden.



AT BERLIN RECEPTION ACHESON GRINS AT SOVIET COMMISSIONER VASILY CHUIKOV

AMERICANS ABROAD

Congressmen stir some trouble but also learn things while Dean Acheson brings new hope to new Germany

Some 50 touring American senators and representatives, acutely conscious of the fact that they had been shelling out dollars to foreigners, were last week busily tramping abroad getting important information about the results. An Armed Forces subcommittee of the Senate Appropriations Committee was busily checking on the arms aid program; a Foreign Aid subcommittee was looking into the use of ECA funds; members of Judiciary and Immigrations subcommittees of both House and Senate were investigating the displaced persons problem.

Some, however, were leaving impressions as well as getting them. Senator Elmer Thomas of Oklahoma let loose an ill-tempered blast against Sweden after a 48-hour stay there. Despite a round of lunches, dinners and cocktail parties which had been arranged by the U.S. Embassy and the Swedish Foreign Office, he complained of being snubbed and vowed that further aid to Sweden would be voted only over his protest. The good, old, American-style party Perle Mesta gave for him at her legation in Luxembourg was more to his liking. So was Denmark. One Danish newspaper wrote of his arrival in Copenhagen, "The revolving door in the airport had hardly stopped turning after Mr. Thomas when with a quick glance he saw the progress of this country."

Another side of American officialdom abroad was shown by U.S. Secretary of State Dean Acheson who, following the Paris conference of Western foreign ministers on the knotty problem of a common German policy, went to Germany himself to get acquainted. His was the first visit of a Western foreign minister to the new Bonn government. From the moment his plane touched down at Frankfurt's Rhein-Main airport, the normally undemonstrative German people turned out in droves to see and cheer the smiling, dapper secretary, whose visit meant to them that Germany had at last been accepted back into the family of civilized nations.

Acheson first called on white-haired West German President Theodor Heuss in Bad Godesberg. He conferred lengthily with Chancellor Konrad Adenauer, ducked out of a party to spend 45 minutes closeted with fiery Kurt Schumacher of the oppositional Social Democrats. But he gave the biggest thrill to the people of Berlin. His whirlwind tour of their divided city gave new assurances to the low-spirited Berliners who feared the U.S. had forgotten them since the air-lift ended and the cold war returned to normal. For the first time in 16 months, furthermore, Russia's highest-ranking officials in Germany appeared publicly with representatives of the Western democracies at a reception that High Commissioner McCloy gave for Acheson. Germans were not only happy but even showed that they had begun to understand the principles of U.S. aid. One newspaper headlined, "America wants to help, but only those who help themselves."



AT BONN Acheson meets Chancellor Konrad Adenauer (second from right) and High Commissioner McCloy (Assistant Secretary George Perkins at left). In Berlin (below) he draws enthusiastic crowds as he leaves City Hall with Mayor Ernst Reuter (at his left).





IN THE WARMING GLOW OF CANDLES LIGHTED AT MIDNIGHT IN JANITZIO'S ROCKY GRAVEYARD, MEXICAN INDIAN WOMEN OFFER FOOD AND FLOWERS TO THE DEAD



HUNTING FOR FOOD, a Janitzio fisherman hurls his fork-tipped javelin from a throwing stick, aiming at a *gallareta* (small duck) skimming marshy Lake Pátzcuaro.

FEAST FOR THE DEAD

A Mexican town enjoys a holiday in its graveyard

In Mexico, where everybody gaily celebrates the Day of the Dead two days after Halloween, the village of Janitzio went its own macabre way again this year. There black-shawled Indian women held their traditional candlelit Feast of the Dead (*above*), beginning at midnight in the cemetery on their island in Lake Pátzcuaro, 165 miles west of Mexico City. Preparation began before dawn the previous day, when menfolk took *figas* (fork-tipped spears) and paddled away in canoes to hunt the duck called *gallareta* along the lake's marshy shores (*left*). From 600 canoes some 25,000 birds were killed. A 79-year-old Indian who speared only 30 apologized for his eyesight; any good hunter can strike the neck of a flying *gallareta* at ranges up to 150 feet. On the day after the hunt each Janitzio family held a feast, setting places for the dead. Then at midnight, carrying orchid wreaths and crosses, the women and children moved off to the graveyard, lighted candles, put food on their relatives' graves and sat. Said one old woman as she returned to her home after daylight, "Our beloved ones had a great banquet. They were all there."

THE HANDIEST THING ON YOUR KITCHEN SHELF!



To make a hit
May I suggest
You serve "the soup
Most folks like best"?

Campbell's
TOMATO SOUP



LOOK FOR THE RED-AND-WHITE LABEL



When you lunch alone

Campbell's Tomato Soup
Peanut Butter and Lettuce Sandwich with Olives
Canned Pears

Lunch you should—and well—even though you lunch alone. A bowl of Campbell's Tomato Soup is ready in minutes . . . a joy to eat . . . and nourishment to see you through the afternoon.



Here's a thrifty dinner

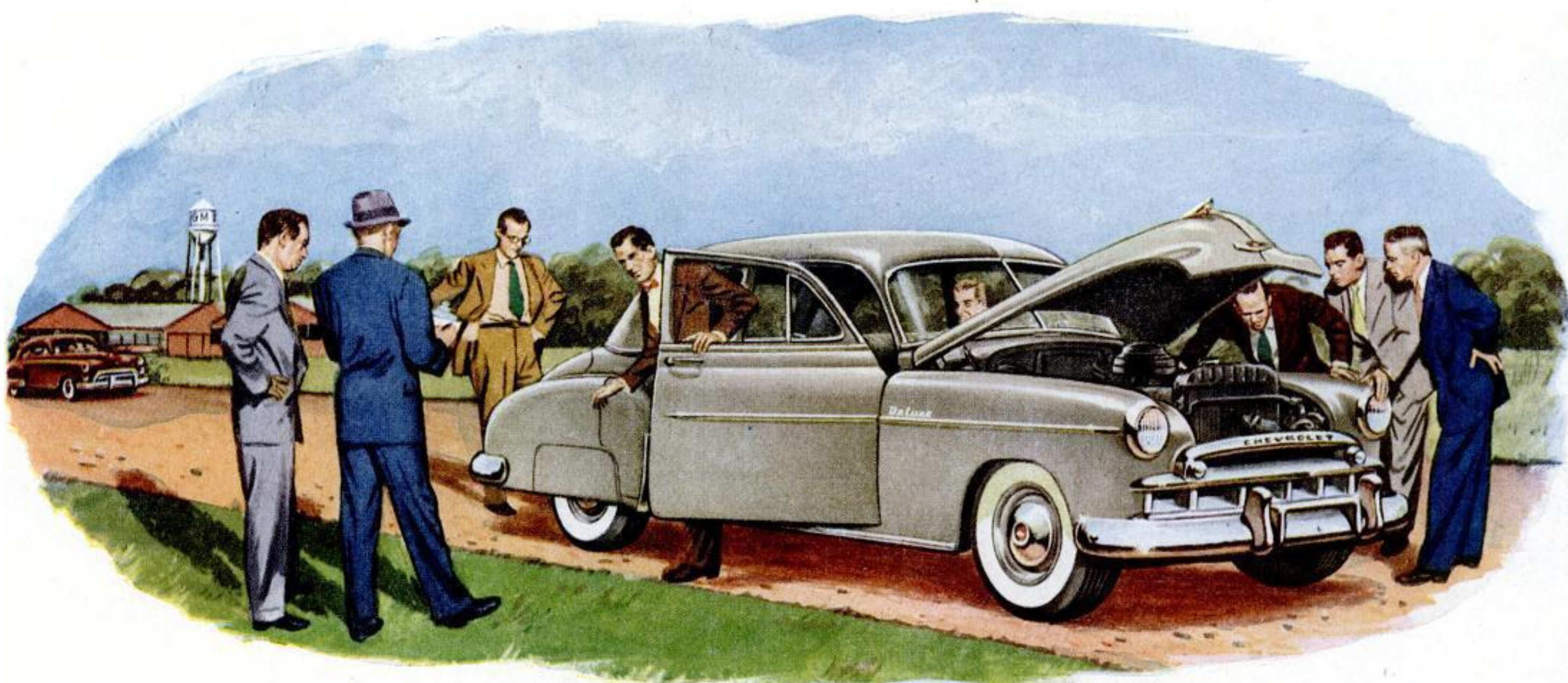
Campbell's Tomato Soup with Crackers
Platter of String Beans with Sliced Luncheon Meat
Macaroni Salad Orange and Grapefruit Cup

Thrifty meals help make ends meet. Start them off, round them out, with the soup most folks like best. Bright bowls of Campbell's Tomato Soup make budget meals taste good and plenty!



A rich tomato sauce

Campbell's Tomato Soup is also the best tomato sauce you ever tasted! Use just as it comes from the can. It's smooth, zestful, colorful. Makes good dishes taste better, look better! Write for FREE COOK BOOK—"Easy Ways to Good Meals"—Campbell Soup Company, Dept. L, Camden 1, N.J.



GM's Safety Engineer, and the Safety Committee of engineers from the automotive divisions, devote their time to bettering your security—continually checking the safety on even minor changes before they go into production.

Key to greater safety

Your security on the highway is a continuing concern with the men who design and build General Motors cars.

They live constantly with the job of bettering automotive safety. They work steadily to improve it in the research laboratories, on the engineers' drawing boards, along the production lines, and in never-ending tests at the GM Proving Ground.

So you get the benefit of stronger materials, greater visibility, better brakes, and countless other features that add up to safer motoring.

For with the key to greater safety—just as with the key to greater value—there is no end to GM's search for more and better things.

You will recognize this when you inspect the smart and sturdy models displayed wherever GM cars are sold.



THE KEY TO A GENERAL MOTORS
CAR

*Your key to
Greater Value*

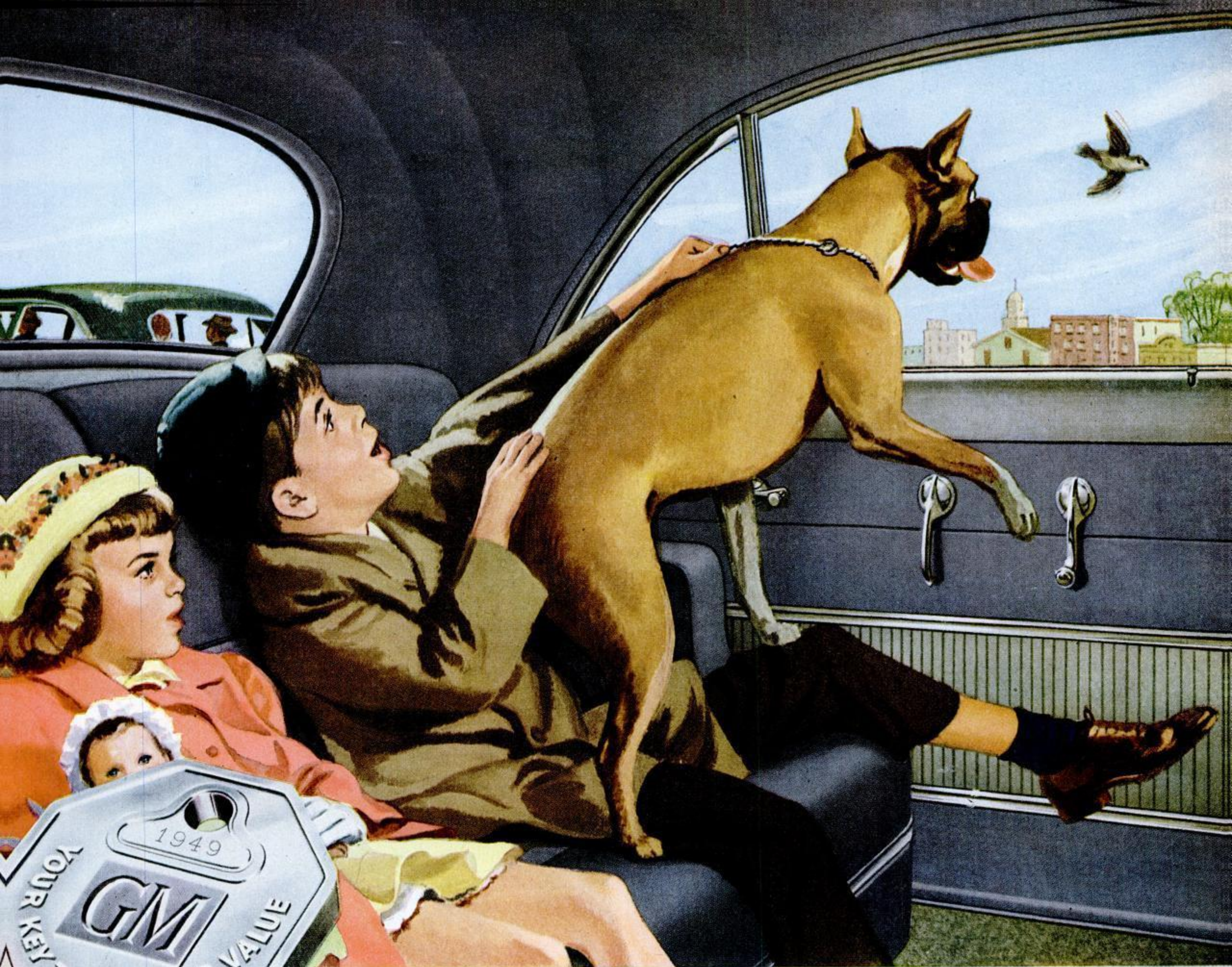


"MORE AND BETTER THINGS FOR MORE PEOPLE"

GENERAL MOTORS

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC • BODY BY FISHER • GMC TRUCK & COACH

HEAR HENRY J. TAYLOR on the air every Monday evening over the ABC Network, coast to coast.

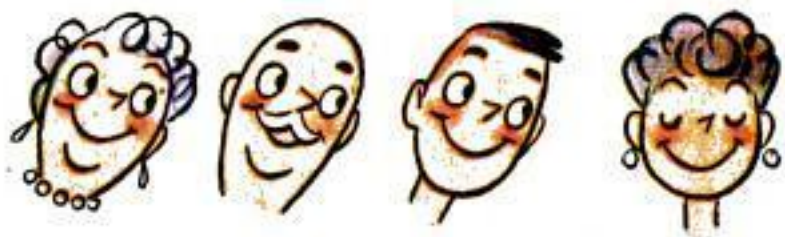


Out of constant work on all safety details came this typical example of GM ingenuity—the Safety Door Lock for all 4-door Sedans. With these, youngsters are safer in the rear, since the inside handle, after a simple adjustment, will not unlatch the door when the lock knob is pressed down.

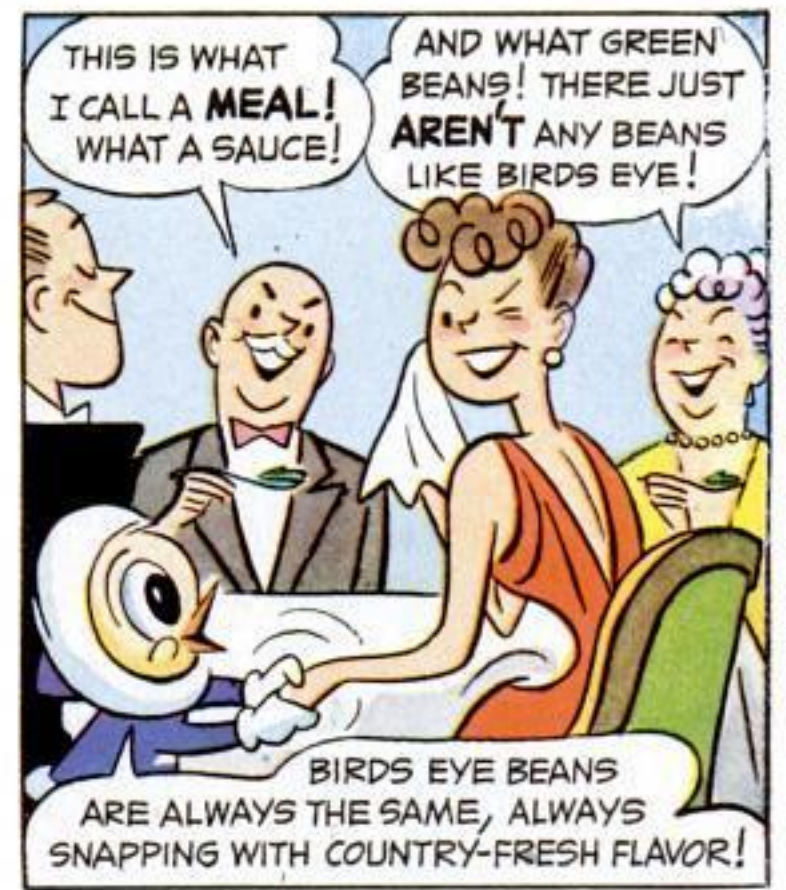
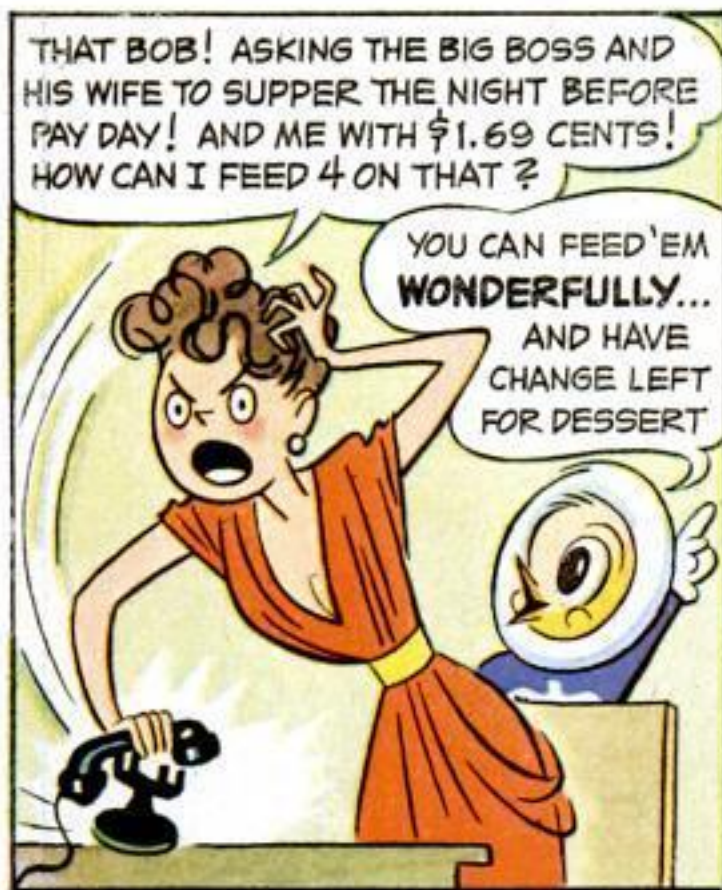
Using this giant swing to measure the center of gravity in cars, GM engineers study ways to help make steering surer, to provide better control of cars.



There's no end to the job of giving you smoother, easier stopping. GM brakes are ceaselessly studied with this "pneumatic foot" connected to scientific devices which measure and record car speed, brake-pedal pressure and travel and stopping rate.



Sally Slays 'em!



RECIPE:

COUNTRY HOSPITALITY !

(It's not the same thing if the beans aren't Birds Eye!)

2 packages Birds Eye French-style Green Beans • 8 link sausages (½ pound)
3 tablespoons sausage drippings • ¾ cup diced fresh mushrooms
4 teaspoons flour • ½ teaspoon salt • Dash of pepper • 1¼ cups rich milk
⅓ to ½ cup grated Parmesan cheese • 3 to 4 drops Worcestershire sauce

Supper for 4—less than \$1.49. Sauté sausages until done. Remove from skillet and keep hot. Pour off drippings and measure 3 tablespoons into skillet. Add mushrooms and sauté until tender. Add flour, salt, and pepper and blend. Then add milk gradually, stirring constantly. Add cheese and Worcestershire sauce. Cook and stir until mixture is slightly thickened.

Cook farm-fresh Birds Eye French-style Green Beans as directed on package. Arrange the strips around edge of a hot platter. Pour sauce in the center and top with sausages. Garnish with broiled tomato wedges, if desired. Makes 4 servings.

BE READY FOR ALL COMERS! KEEP A SUPPLY OF BIRDS EYE FOODS... FROZEN SOLID... IN YOUR FREEZING COMPARTMENT!



BIRDS EYE - bound to be better!

Product of General Foods
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QUEEN HIGH

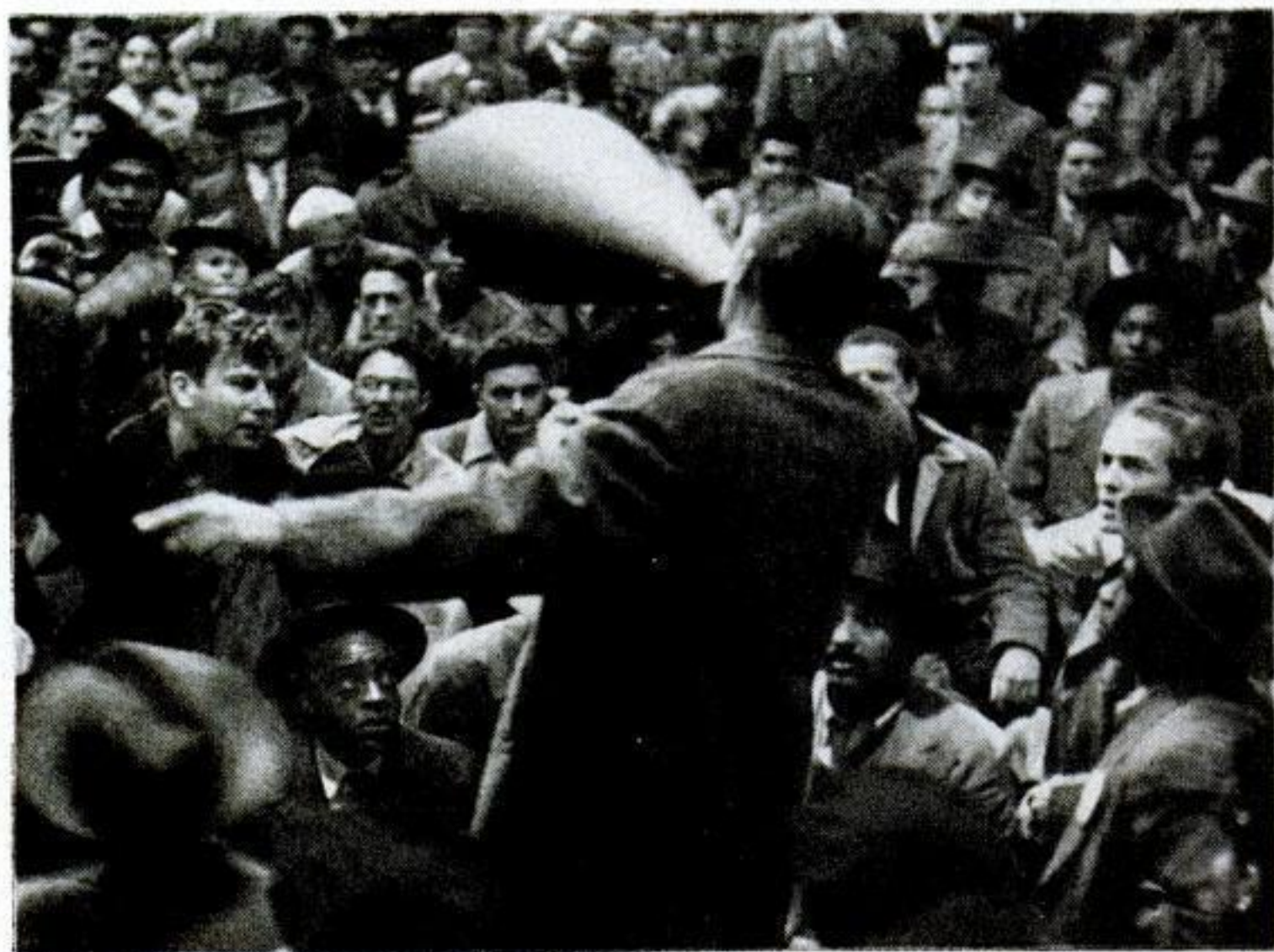
Greek ruler conquers ex-guerrillas

Three years ago she was just another German princess, but today Queen Frederika is the most popular person in Greece. She became so by goodwill, good works, good sense and a thoroughly winning personality. She has established many camps for Greece's homeless and orphaned children. But this picture shows Frederika's greatest conquest.

The young people above were teen-age Communist guerrillas. Many of them were caught with guns in their hands. Here, after a few months, is how they greeted their queen when she and King Paul visited the island of Leros, where she set up a rehabilitation camp to teach them trades. Today school officials expect 90% of them to become good citizens.



AS A WILD PUNCH GRAZES THE WINCING FACE OF A BYSTANDER (TOP OF PICTURE), POLICE MOVE IN TO QUELL A FIGHT BETWEEN TWO SEAMEN DURING N.M.U.'S

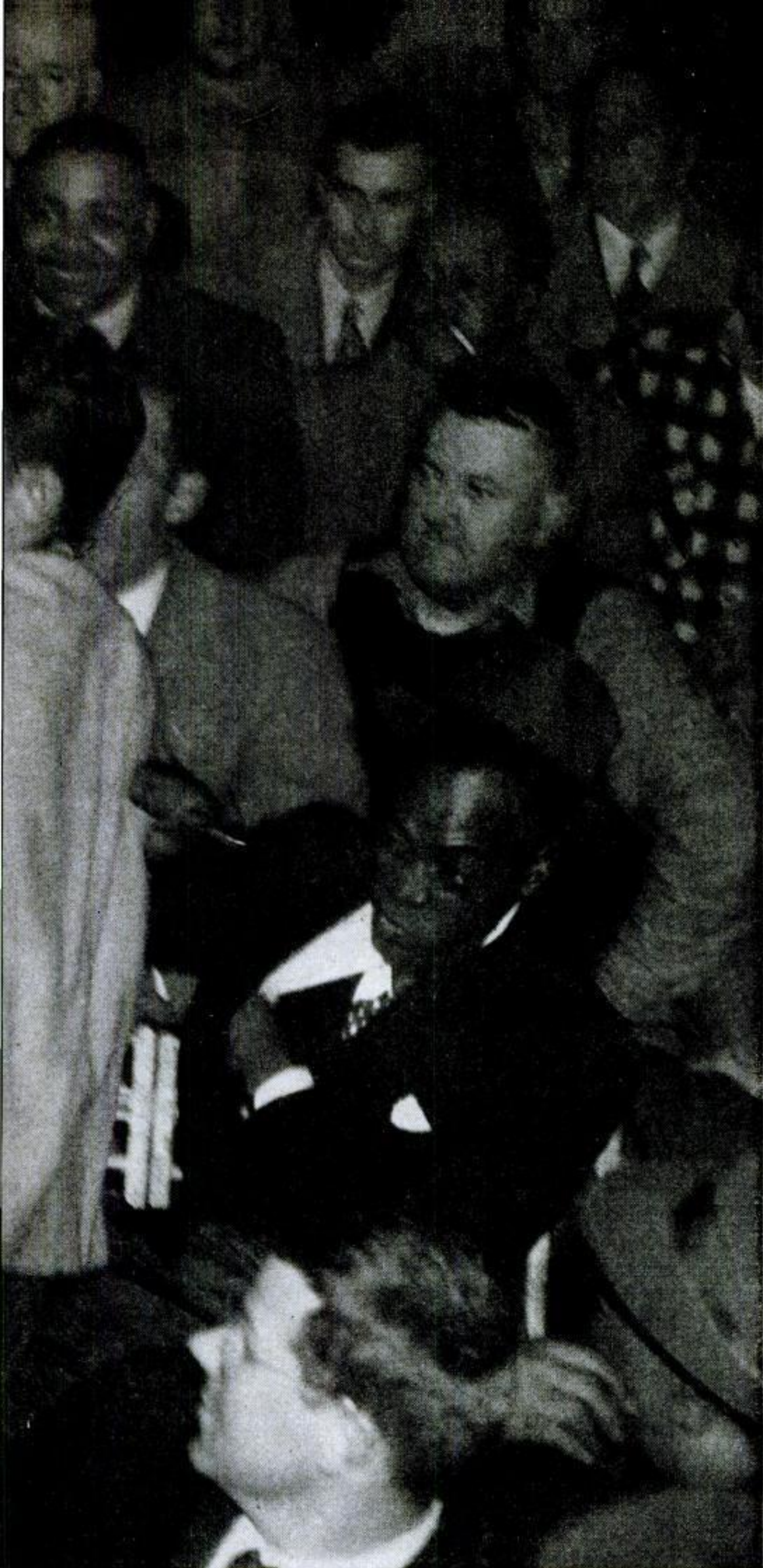


ANTI-CURRAN LEADER Jack Lawrenson, N.M.U. vice president, uses makeshift megaphone to whip up sentiment at a rump meeting held after Curran men left the hall.

SEAMEN'S CIVIL WAR

Rebels in N.M.U. slug it out with Joe Curran's boys

Manhattan's St. Nicholas Arena has been the scene of many a fist fight, but under Marquess of Queensberry rules. On the night of Nov. 17 there was fighting of another kind, in which the competitors wore no boxing gloves. They were members of the National Maritime Union, and they were fighting over policies of N.M.U.'s anti-Communist president, Joe Curran. On Nov. 14 the New York port agent and 14 port patrolmen were summarily ousted for "refusal to obey orders." On Nov. 16 anti-Curranites besieged the union hall and beat up a couple of men, and next day Curran flew from Texas to take charge of the port's regular membership meeting. Normally the meeting would have been routine, but this night it was attended by 3,500 short-tempered seamen. Fights started between pro-Curran and anti-Curran men within 10 minutes and went on sporadically for two hours. Then the meeting voted (according to Curranites) to try the 15 rebels for disobedience, although anti-Curranites held their own meeting (left) and voted to try Curran and Treasurer M. Hedley Stone on constitutional charges. Curranites insisted the rebellion was Communist-inspired, and it probably was. But support came from seamen who regarded Curran as a dictator.

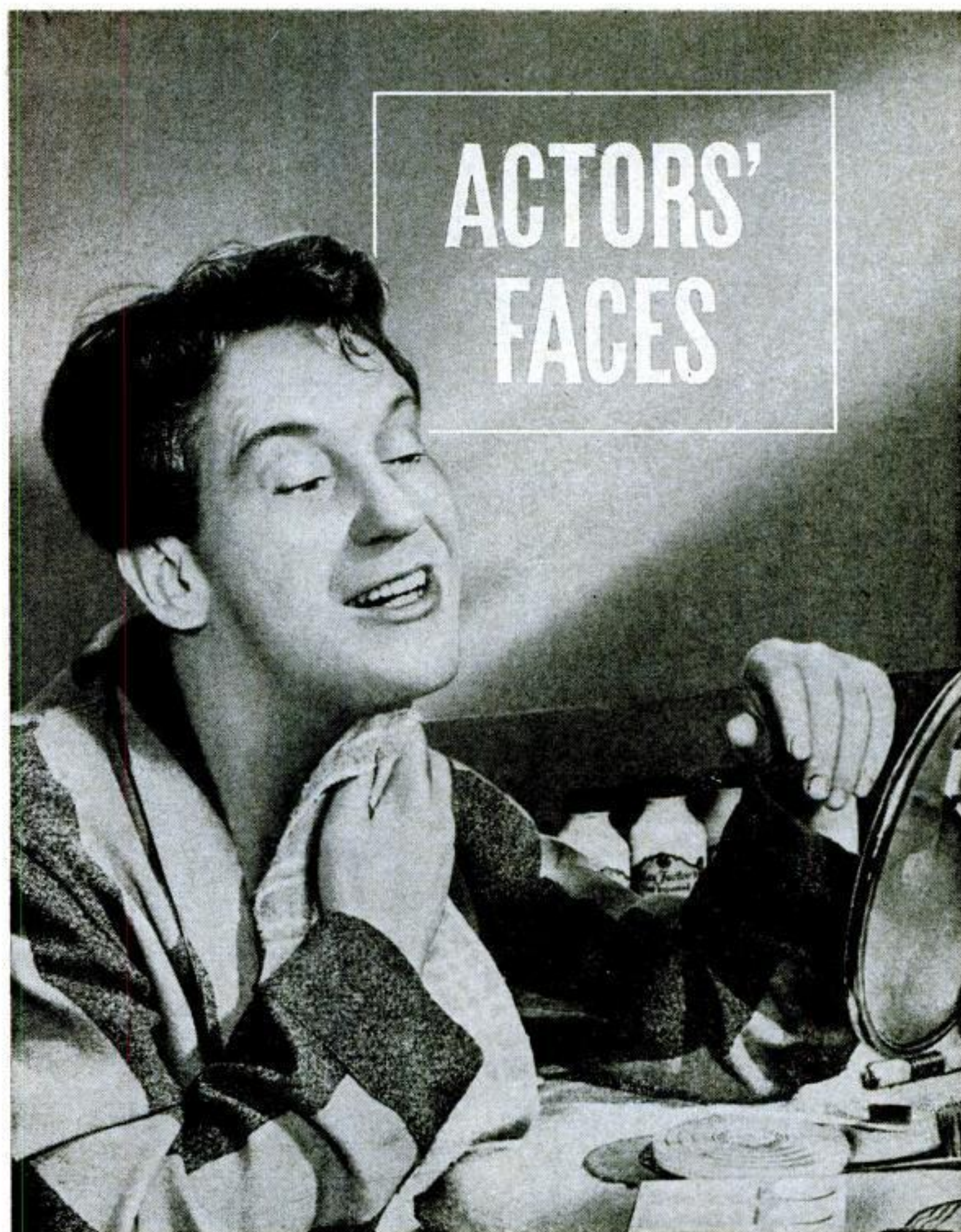


STORMY MEMBERSHIP MEETING. FIGHTING KEPT 135 POLICE ON THE JUMP



DEFIANT CURRAN faces his enemies, who chanted, "Joe, you stink," and booed so that even pro-Curran men could not understand what he was saying.

CONTINUED ON NEXT PAGE



BURGESS MEREDITH, photographed here in his dressing room, shows how rubbing off make-up can make an actor's face extra-sensitive. No wonder so many stage and screen stars rely on Williams for easy-on-the-face shaving.

Actors' faces are extra-sensitive

THAT'S WHY BURGESS MEREDITH SHAVES WITH
SOOTHING WILLIAMS SHAVING CREAM

"Wearing heavy stage make-up, then having to rub it off with rough towels keeps my face tender and sensitive," says popular Broadway and Hollywood star Burgess Meredith. "So I doubly appreciate the ease of shaving with Williams. It's gentle to the skin—never irritates."

Close shaves in comfort

Blended from the purest, mildest ingredients, Williams leaves the face

soft, smooth and comfortable after shaving. That's why actors, like millions of other men who take pride in their appearance, depend on Williams for the young, healthy look that goes with good grooming.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new heavier, richer Williams Brushless Cream.



For the perfect finish to any shave, enjoy a refreshing dash of cool, tingling, cleanly scented AQUA VELVA. It's the world's most popular After-Shave lotion.

THE U.E. HAS A CIVIL WAR TOO: C.I.O. WINS SCHENECTADY LOCAL

On the very night that Joe Curran was trying to throttle a left-wing revolt in the N.M.U., another battle was going on 155 miles away which promised to have even more far-reaching effects on the U.S. labor movement.



LEO JANDREAU is 45, has been boss of union since 1936.

In Schenectady, N.Y. the C.I.O. was trying to seize control of a big General Electric local (15,000 men) in the United Electrical Workers, which had been branded a Communist-front union and kicked out of C.I.O. (*LIFE*, Nov. 14). The local had an anti-Communist president, Frank Kriss, but its real boss was Business Agent Leo Jandreau (*left*), a man of exceptional oratorical ability, once accused before a House committee of being a card-carrying Communist.

The resolution to quit U.E. and join C.I.O.'s International Union of Electrical Workers was to come up at a closed meeting on Nov. 17. The U.E. sent two of its Communist-line national officers, President Albert J. Fitzgerald and Secretary-Treasurer Julius Emspak. The

anti-Communists bought beer for workers who didn't know how to vote and passed out leaflets, although the leaflets were a day late when the man who had all 7,000 overslept. The result was a turnout of 5,000 for the meeting (normal attendance: 700).

The anti-Communists knew how to control the meeting; the leftists had long since taught them how. When Jandreau tried to get the microphone from President Kriss, Kriss knocked him down with a solid right hook. The left wingers howled for blood, but Kriss was quickly protected by police. Later Jandreau did get the floor—in the anti-Communists' own sweet time—but no one heard him. From the anti-Jandreau section came a cacophony of catcalls, amplified by hidden microphones. Jandreau finally sat down, shaken and scared. Then, with the left wingers shouting that they were being railroaded, the meeting passed a voice vote to join the C.I.O. After midnight another shift met and voted the same way. Jandreau screamed to the retreating men, "Fellows, remember your contract." But nobody stopped to listen.



C.I.O. CHARTER is given Kriss (*left*) by an organizer.



AFTER THE VOTE Schenectady workers mill around union hall waiting for Kriss to appear, having walked out on Jandreau for first time in 13 years.

Christmas List

TOM - loves something "different"

JANE - it must be "beautiful"

DAD - the more "useful" the better



Ritepoint

VISUAL FUEL SUPPLY POCKET LITER

Has all three!

Yes... different looking, good looking and built like a watch for "sure fire" performance! In Crystal, Emerald, Ruby and Topaz Jewel Lucite with Lucite or Chrome metal cap. Never out of fuel because you can always see how much fuel you have. Wick chamber permanently sealed... no leak... no evaporation! Folks on your list will never guess its modest price.

NO FEDERAL TAX **\$3.75**



U. S. Pat. No. D-154-945
Other Pat's. Pending

SIGNALS THE EYE—LONG BEFORE DRY!

New—the Gift Unusual!

Ritepoint

VISUAL FUEL SUPPLY TABLE-DESK LITER

It's handsome! To be given and received with pride! The perfect gift for her... at home, for him... for his office desk. Crystal, Emerald, Ruby and Topaz Jewel Lucite with metal cap and base.

\$7.50

NO FEDERAL TAX



ONE-HALF
ACTUAL SIZE
APPROX.

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Pat. Pending
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RITEPOINT CO., 4350 S. KINGSHIGHWAY BLVD., ST. LOUIS 9, MO.

One of the world's largest makers of Pens and Mechanical Pencils

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! So buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! You'll agree it's a finer, milder, more enjoyable cigarette!

RAYMOND W. CRUTCHFIELD of Reidsville, N. C., veteran tobacco warehouseman, says: "Year after year I've seen the makers of Luckies buy fine, ripe leaf that makes one great smoke!" "Crutch" has smoked Luckies for 20 years. Here's more evidence that Luckies are a finer cigarette!

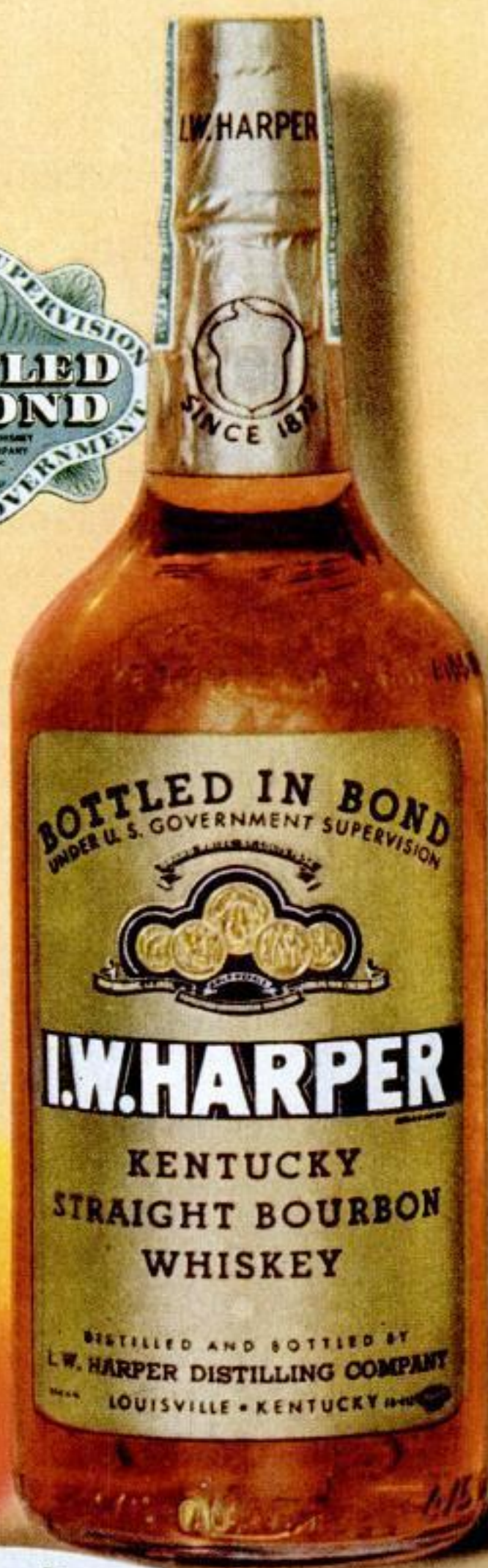


COPR., THE AMERICAN TOBACCO COMPANY

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw

OUR FOUR OF



...it's always a pleasure

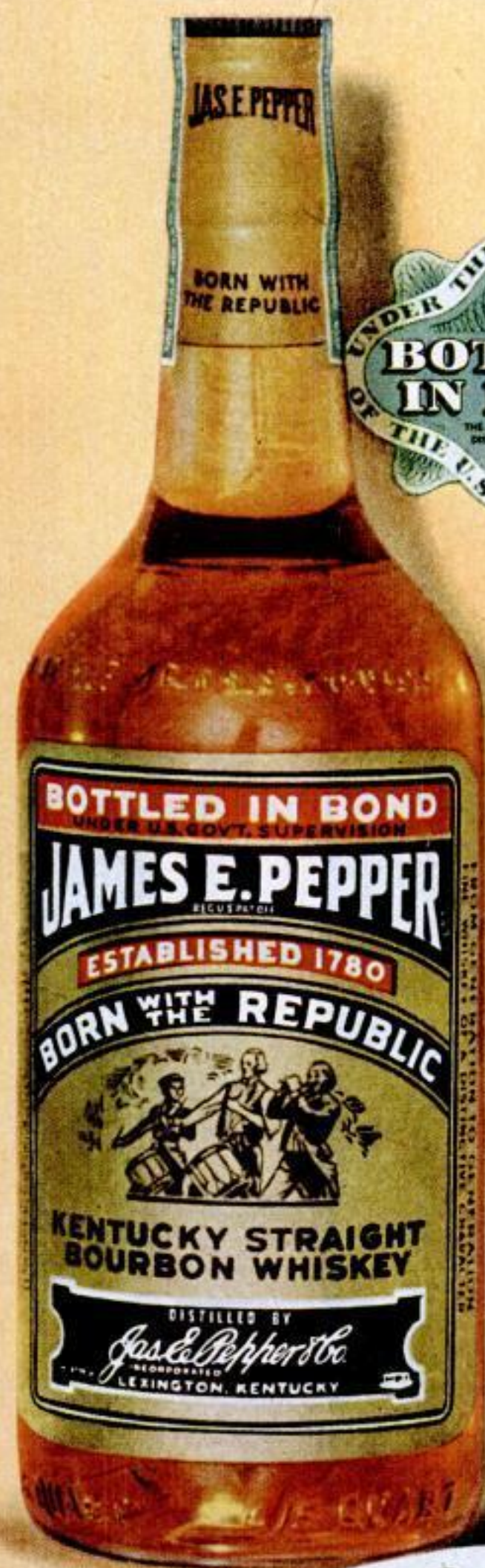


enjoyed in fine American homes

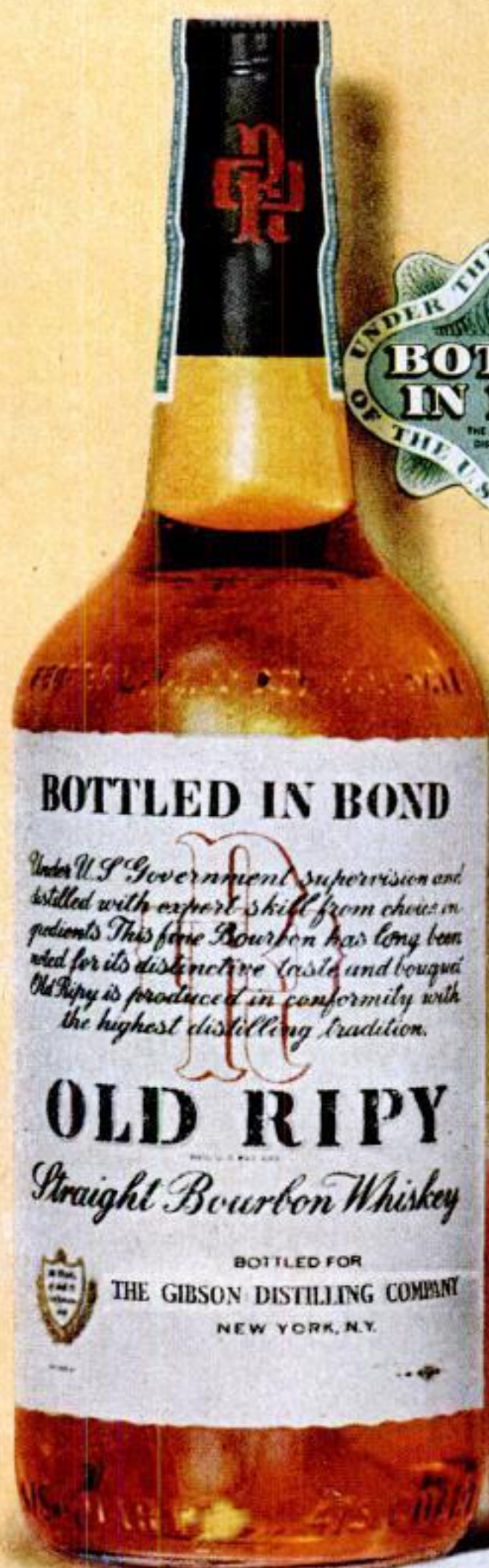
You will be interested in the *green* seal over the corks of these Kentucky Straight Bourbon Whiskies stating "Bottled in Bond under the Supervision of the U. S. Government" . . . *Every* drop in the bottle is straight whiskey . . . all of it is old whiskey, *aged in bond* four years or more (you will find the exact age on every bottle) . . . it is always full 100 proof . . . only new casks were used for the aging process in which the wood slowly works its magic on the whiskey . . . which was distilled in Kentucky and then *aged in bond* and bottled in bond under the supervision of the U. S. Government.



OFFICIAL BONDS



born with the Republic



rare...and beyond compare



The label on the front of each of these Bottled in Bond Kentucky Straight Bourbon Whiskies is *Our Official Bond* that every bottle uniformly represents the best skill, experience and artistry of a famed distiller. Each of these outstanding whiskies has its own distinguishing quality . . . each its host of friends. Ask for these Bonds by name!

EACH 100 PROOF

• The Straight Whiskey Distilling Company OF AMERICA, INC., N.Y.





IF IT'S FLAVOR YOU'RE HUNTING — **Hunt-**
for the best

OVEN CROQUETTES Hunt Style

2 cups diced, left-over beef, lamb,
veal, chicken, turkey
1 medium onion
1 small green pepper
¼ cup fine, dry, bread crumbs
tsp. salt
1 egg, well beaten
2 cans **HUNT'S TOMATO SAUCE**
½ cup left-over gravy
½ cup water
1 tsp. horseradish
Melted fat

Grind meat, onion, and green pepper. Add bread crumbs, salt, egg, and 1 can Hunt's Tomato Sauce. Remember — it's *Hunt's* wonderful flavor that makes this recipe so perfect. Mix well. Form into 8 pyramids or cakes.

Mix remaining Hunt's Tomato Sauce, left-over gravy, water, and horseradish. (See how quickly the rich, velvety-smooth Hunt's Tomato Sauce blends with other ingredients.) Pour into shallow greased baking dish.

Brush croquettes with melted fat. Place in sauce. Bake in hot oven (400°F) 20-25 minutes basting after croquettes have been in oven 15 minutes. Makes 4 servings — and how your family will go for Hunt's unbeatable flavor!

Kettle-simmering makes Hunt's Tomato Sauce richer, smoother, extra flavorful. And Hunt's costs you but a few cents a can — about half the price of a can of soup. Use it in stews, spaghetti, soups, meat loaf, casseroles, gravies! Hunt Foods, Inc., Los Angeles, Calif.

and for dessert . . .

HUNT'S HEAVENLY PEACHES . . .
at down-to-earth prices



The Kettle-simmered cooking sauce!



AN AMERICAN COUPLE ADOPTS A FRENCH VILLAGE

"LIFE'S" STORY in October 1946 showed the distribution of some of the Hales' first gifts (above) in Maillé.

SEQUEL

MAILLE'S CHILDREN ARE FETED BY THEIR AMERICAN GODPARENTS

Three years ago LIFE published a story about two Americans who adopted the French village of Maillé (above), destroyed by vengeful Germans during the war. Mr. and Mrs. Girard Van Barkaloo Hale of California had heard about Maillé and the 124 citizens who were massacred there, and all on their own they decided to put the village back on its feet. By last week they had sent 50,000 articles to the destitute villagers—everything from shoes to altar cloths—and they decided it was time for a party. They invited 81 Maillé children, duly chaperoned by 10 adults, to spend a festive day in Paris. Three red buses took them sightseeing; they laid tiny flower bouquets on the grave of the Unknown Soldier and had lunch high up on the Eiffel Tower. Four days later Maillé reciprocated with a birthday party for Mrs. Hale in the village, where the warmhearted Americans could see for themselves what their relief action had accomplished.



WITH THEIR 81 GODCHILDREN CROWDED AROUND THEM, THE HALES POSE HAPPILY ATOP EIFFEL TOWER



IN CUTTING MEAT, Jean-Claude Leroux uses firm grip. Menu included egg in aspic, mineral water, wine.



A TOAST is drunk by Mrs. Hale with schoolmistress Gabrielle Gandar, also shown above in LIFE's 1946 story.



BIG BITE is mastered by André Poindessault. Awed by the big city's sights, children were very well-behaved.

... 'twas the night before Christmas...



... and all through the house...



GENUINE

Ripon
Loafer Sox

for the entire family...

This year be sure to put these famous Ripon slip-ons at the top of your gift list! To your family, relatives, and friends you'll be giving luxurious year 'round foot comfort for loafing and relaxing at home, after a day outdoors, traveling, vacationing, at college, etc. Perfect for breakfast wear! They snuggle the feet in downy soft pure wool and cushion the step with glove leather soles. Full range of beautiful colors in styles and sizes for men, women and children.

Priced at only \$2.95 at department, men's, sporting goods, and shoe stores everywhere or write for literature. Individually boxed. Ripon Knitting Works, Ripon, Wis.



Every youngster will prize these Ripons with their beloved Mickey Mouse knitted in bright contrasting colors.

Beauty and comfort in a gay, deluxe style for ladies and girls. Contrasting Tyrolean colors.



... and now the "World's Warmest Glove"

It's the amazing new Ripon Myro Glove-Mitt! Keeps your hands warm and cozy in the most severe cold. Zipp... and the mitt rolls back as a gauntlet over the coat cuff for moderate weather!



Sequel CONTINUED



TOY BALLOONS festooning the Eiffel Tower restaurant fascinated the children. Hit of meal was dessert: ice cream replicas of tower with raspberry ice.



AT BIRTHDAY PARTY in Maillé, Mrs. Kathleen Hale fondles gifts from villagers, including two faïence vases, cognac keg and corkscrew for Mr. Hale.



Prince Gardner



St. Louis 10, Mo.

FOR THE MAN WHO MEANS THE MOST... these luxurious leather gifts by Prince Gardner. All in smooth Cowhide. Breast Pocket Wallet, \$7.50; The Registrar with removable photo-card case, \$7.50; The Banker billfold, \$5.00; matching Key Gard, \$3.25. All prices plus tax.



CHEMISE is a successful revival from the '20s, worn instead of slip under short, deep-slit skirts. It comes in gray and brown nylon tricot (Vanity Fair, \$12.95).



HALF SLIP in colored nylon (Eyeful, \$10.95) has slit which can be reversed to match front-slit skirt.

Color in Slips

Reds, blues, browns and lots of lace add undercover interest to slim new lingerie

The cut and colors of this year's Christmas gift slips would suit a siren right down to her skin. The little-girl ruffles, the ribbons and frou-frou petticoats of the last two years are gone. In their place on lingerie counters are sheathlike slips designed to fit under sheathlike dresses without a wrinkle. Their hemlines have risen to expose a sassy length of leg, and they are laden with lace. Since the skirts worn over them are sometimes slit several inches above the knee, their colors are important. A lady wearing a slip like the red one opposite would be perfectly happy to know it was showing.



SHEATH of Alençon-type lace is very tailored but transparent (Tewi, \$49.95). It has matching satin bands or contrasting jewel tones like turquoise and ruby.



RED WINTER UNDERWEAR in silk with Chantilly lace is modeled in Bergdorf Goodman's custom workroom. Tailored slip, which costs \$19.95, was designed

by John Norman, as was matching bra and panties on model in background. In theory, new garments are psychologically warmer than grandmother's red flannels.

Big Pork Crop... Big Pork Values!

Nourishing Pork



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

**B VITAMINS
COMPLETE PROTEIN
FOOD IRON
HIGHLY DIGESTIBLE**

*America's biggest pork crop since the war gives new break to housewives.
Look for special pork values in your meat-man's case.*

The great American pork chop

Sweet fall music — pork sausage sizzlin' in the pan

Family feast — tender pork loin roast

Look for the great American pork chop—so easy to cook, so easy to eat.

Look for the popular pork roast, and for the great American sizzler—pure pork sausage.

Look for rosy, nutritious ham—whole, half or slice. And don't forget to bring home the bacon during these big Pork Value Days.

Think how much your family enjoys them all. And remember, too, that they're right in liking pork because pork is a happy combination of essential B vitamins, *complete* body-building protein and food iron—in easy-to-digest, fun-to-eat form.

So plan more meals around pork now!

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.



NITA GIVES A LITTLE COACHING IN THE FUNDAMENTALS OF CLASSIC DANCING TO HER 2-YEAR-OLD NEPHEW CHRISTOPHER IN THE BIEBER HOME IN HOLLYWOOD

EAGER BIEBER

The daughter of a dancing family gives her all for her first movie

Visitors to the M-G-M lot, where a new movie musical called *Nancy Goes to Rio* has been in production, have come out whistling at the lithe contortions of a dancer named Nita Bieber (*cover*). The object of their admiration was doing a bare-foot solo number performed in a low-slung sarong, to the beat of native drums, and with a great flying around of wild black hair. Nita is an eager, likeable young lady of 23, the oldest child in a family

where musical education starts at a very early age (*above*). Her mother and her brother and her three sisters are all good dancers, but Nita is the first to break into the bigtime with a seven-year movie contract. Throwing everything she had into her first role before the cameras, she performed with such warm goodwill that parts of her number had to be cut out for fear of the censors. But M-G-M still describes what is left as "pretty hot" (*next page*).

Speed Queen



...the gift
that keeps
on giving!



Yes, here truly is a gift that "keeps on giving" . . . giving you *America's Fastest Washday*, week after week, year after year. The big, Double-Wall Speed Queen with agitator-equipped Bowl-Shaped Tub washes up to 7 full loads of clothes per hour — each piece sparkling clean and thoroughly damp-dried. 5 models to choose from. See your Speed Queen dealer this week or write the factory for the booklet "Answers to Your Home Laundry Problems." **SPEED QUEEN CORPORATION**
Ripon, Wisconsin



Built by Home Laundry Equipment Specialists Since 1908

Nita Bieber CONTINUED



BIEBER DANCE, energetic interlude in *Nancy Goes to Rio*, is what M-G-M calls a "native voodoo number" performed on a Rio nightclub's dance floor.



DANCING BIEBERS include (left to right) sister Linda, 15, mother Callie, Nita and brother Rodney, 17. Papa plays the piano and sister Wanda the harp.

WINTERPROOF YOUR ENGINE

For Easy Starting, Full Protection, Top Economy!



HERE'S UNSURPASSED TRIPLE-ACTION...

"Anti-Acid"? **YES!**
"Detergent"? **YES!**
"High V.I."? **YES!**

*High Viscosity Index — means high resistance to change in body under extremes of heat and cold.

1 Easy Starting—Here's fast engine turnover, instant flow of lubricant in coldest weather, thanks to New Mobiloil's high V. I., rich lubricating qualities.

2 Full Protection—Choice stocks and "built-in" cleaning properties mean unsurpassed winter protection against friction, corrosion, harmful deposits. Socony-Vacuum pioneered with effective detergents to help keep engines cleaner.

3 Maximum Economy—Special refining processes remove undesirable elements—put in agents that retard corrosion, reduce winter troubles. Result: Long-time money savings in terms of fewer repairs, greater operating economy.



NEW Mobiloil Arctic



SOCONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION



THE WONDERFUL MOUNTIES

Fancy riding and colorful dress make them hit of National Horse Show

For fifty-one weeks a year New York's Madison Square Garden depends on such mass-appeal attractions as hockey players, prizefighters, bronco riders, basketball stars, office-seeking politicians and educated dogs for operating profit. One week a year it narrows its appeal by playing host to the National Horse Show, wherein some of the world's best-groomed horses attract the special attention of some of New York's best-groomed people. Accordingly the boxes at the 61st Horse Show were filled Nov. 1 through 8 with top-hatted and satin-shouldered onlookers (*opposite*) who decorously

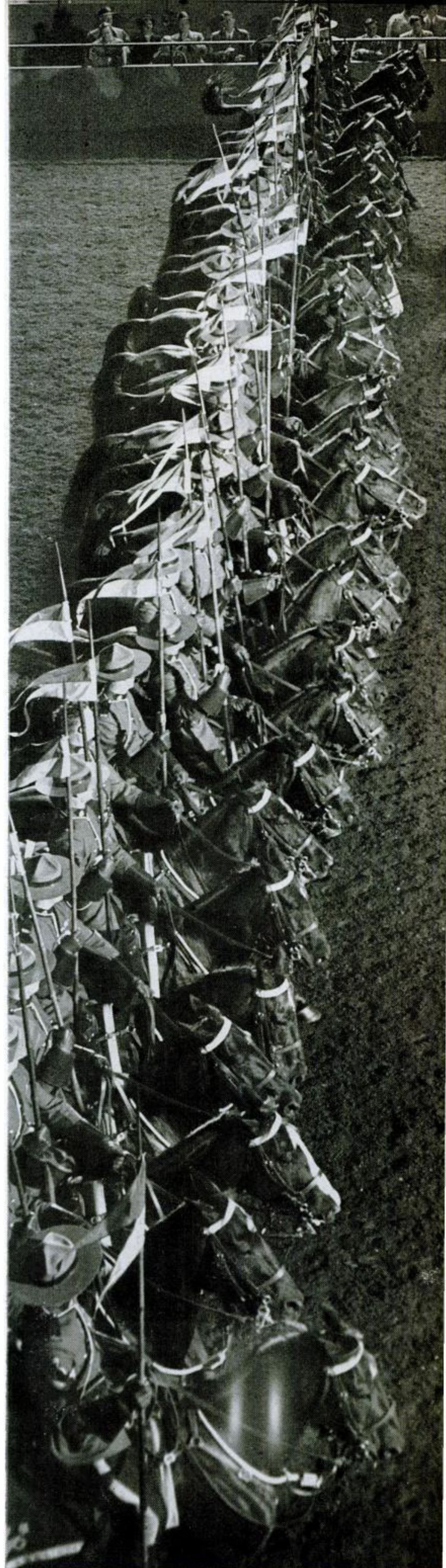
watched some superb group riding by red-coated Canadian Mounties, the hit of the show. They also watched a Mexican Army team (*next page*) dominate the military competition. The well-mounted Mexicans, led by the veteran Colonel Humberto Mariles, won six individual jumping championships and four team events, successfully defending the General Manuel Avila Camacho trophy which Mexico first won last year. But for many the great attraction was the luxurious display made by some 450 fine horses, their beautifully costumed riders and the handsome people in the ringside box seats.



MOUNTIES' "MUSICAL RIDE" puts 32 perfectly coordinated horses and riders through a series of intri-

cate maneuvers, including "the star" (*top*), "the dome" (*center*) and, at a rhythmic trot, "the double crossover."

← RED COATS, WHITE TIES AND BARE SHOULDERS MAKE AN OPULENT SPECTACLE



MOUNTIES' PRECISION is demonstrated as Canadian troupe sweeps past judges in climax of Musical Ride.



*Be a
Matchmaker!
— Give*

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BOXED SETS**



**TWICE AS NICE FOR YOUR
FAVORITE TWOSOME . . .**
matching sets in mellow Havana
Saddle Leather. Handsome gifts
for an engagement, anniversary
or second-honeymoon trip!
Shown above . . . His one-piece
Buxton Stitchless . . . \$5 plus tax
Matching Key-Tainer* . . . \$2.50
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**PERFECT HOST-AND-HOESSE
GIFTS . . .** Buxton* Billfold and
Key-Tainer sets. See them at better
personal leather goods counters in
your city. Shown below . . . her
Lady Buxton* with big expanding
coin purse . . . \$3.50 plus tax
Key Case to match . . . \$3 plus tax

*Trade Mark of Buxton Inc.
Reg. U. S. Pat. Off.



The name *Buxton** appears in fine gold script on every Buxton Billfold and Key-Tainer

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Horse Show CONTINUED

LANDINGS BY MEXICO'S CHAMPS



YOUNG LIEUT. JOAQUIN D'HARCOURT WON SPECIAL CHALLENGE TROPHY



TEAM LEADER COLONEL HUMBERTO MARILES WAS BEST RIDER IN SHOW



CAPTAIN ALBERTO VALDES SHARED IN ALL OF THE TEAM VICTORIES

there's no time like this present
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 WON'T RUN FAST OR SLOW • NO WINDING • NO NOISY "TICK-TOCK"



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Check these

Fine Car Features
at your Ford Dealer's
Today!



☐ New front-seat springs of resilient construction are firmly buoyant for restful posture.

☐ New sponge rubber front-seat cushions hold their shape, provide added comfort.



☐ Style note—that's the new, rich Ford medallion on hood and rear deck—it's beautiful!



☐ New rotary door locks as in costliest cars—doors close silently and securely.

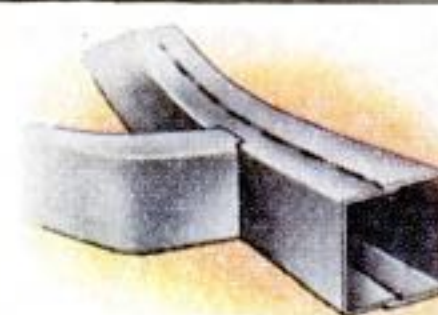


☐ New colors—your choice of 11. They're baked on to keep that showroom complexion.



☐ Additional strengthening at 13 vital points increases safety of famous "Lifeguard" body.

☐ Additional heavier sealer at 41 points gives greater interior quietness and protection.



☐ Box-type frame rails have steel of increased thickness for greater rigidity.

50 WAYS NEW FORD for '50

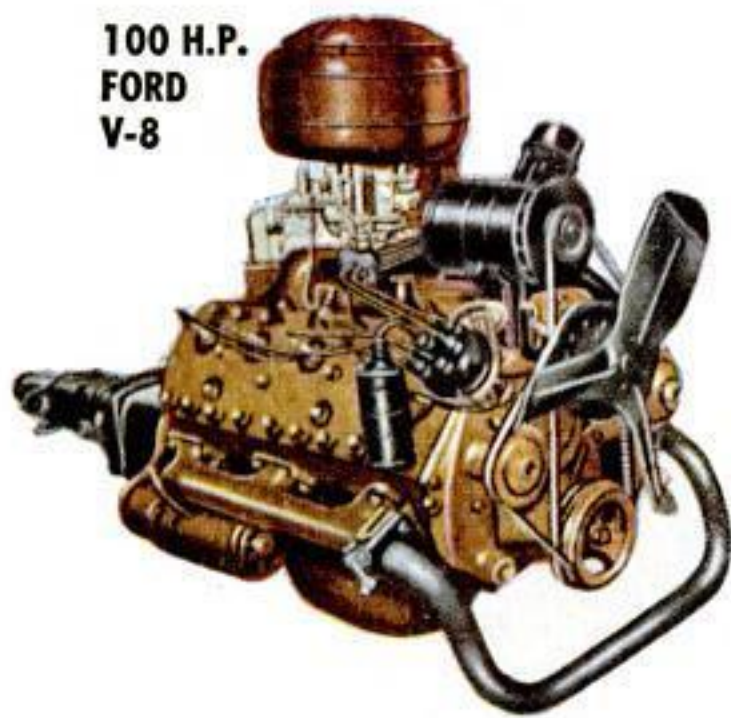


The one fine Car in the low-price field

☐ New pistons—they're super-fitted and designed to start more quietly, run more quietly.

☐ New 3-blade fan—it's designed to scoop in more air at a slower quieter speed.

100 H.P.
FORD
V-8



☐ New timing gear—it's made of new hushed material for extra engine quiet. Try to hear it!

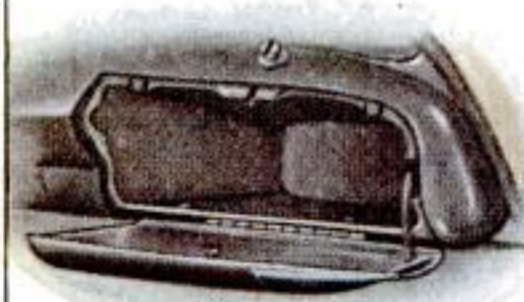
☐ New camshaft—its lobes are designed for quieter, more efficient valve operation.

☐ Finer Six, too—95 h.p.—the most advanced six you can buy. Gives greater economy.

☐ Hand Brake operation is far easier because of new design and permanent lubrication.

☐ New "Magic Air" Heater control, clearly marked, lighted for easy reading, easy to operate.

☐ Brakes water-sealed—new shield and seal keeps dust and water out of King-Size Brakes.



☐ New double-walled glove compartment door has new piano-type hinge. Looks and works better.



☐ New color styling in a steering wheel that's a pleasure to touch. Positive grip.

☐ Improved steering linkage means even easier "Finger-Tip" control—adds to your safety.



☐ Defroster openings are 44% wider and air-flow rate is 25% higher—for wider vision.



☐ More headroom results from new bows that hold top lining across full width of roof.

☐ New interior appointments and trim. Smart ornaments. New rich treatment on door panels.



□ New ornamental deck-lid handle forms attractive frame for license plate.

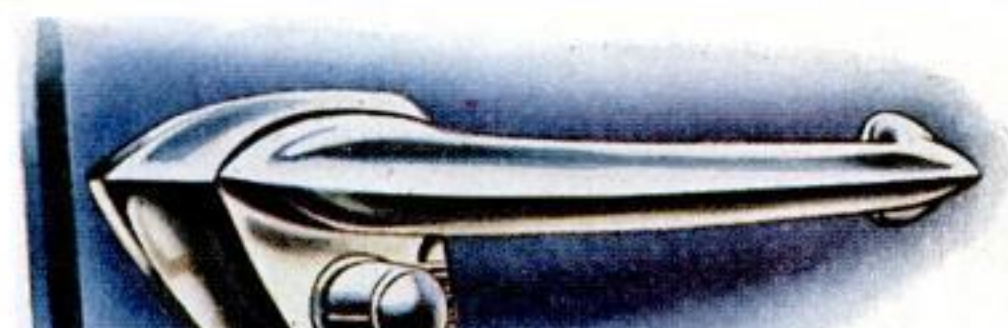
□ Deck-lid latch, too, is new. Luggage Compartment opens with finger-tip ease.



□ New rubber seals and reveal molding on windshield and back window add new snugness.



□ Arm-rest door closer now provides a finger-fit "grip" to close doors easier.

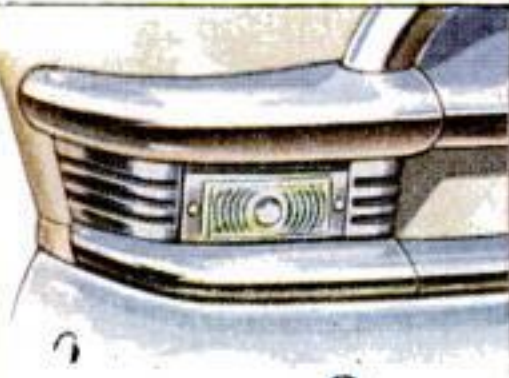


□ Touch-button latch. Yes, a touch on the button is all it takes. Sleeves can't catch.

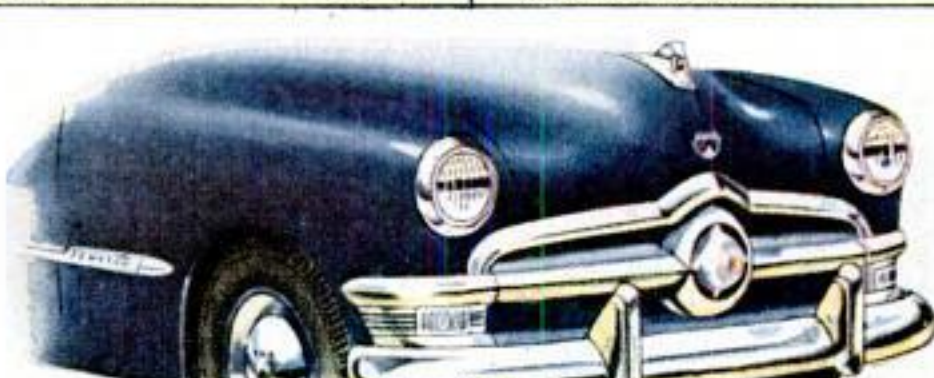
□ New design exterior handles, anchored at both ends, have the grace of fine silverware.



□ Long life has been added everywhere to the engine, frame, body. That's Ford quality!

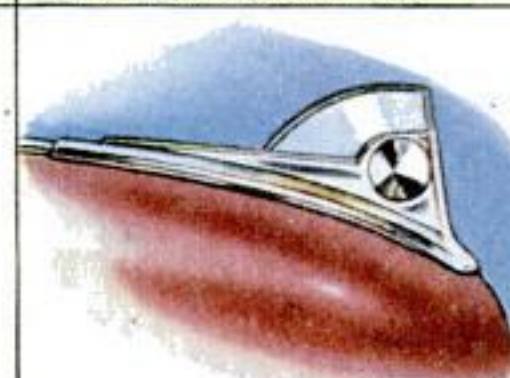


□ Parking lights are now re-positioned and re-styled—another touch of beauty you'll like!



□ New streamline details in good taste bring new beauty to the "Fashion Car."

□ New bumper guards and new bumper support arms keep you safer . . . in style.



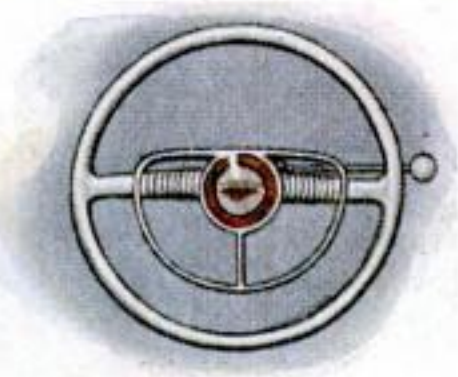
□ Hood ornament of new design adds a touch of distinction to Ford's famous beauty.



□ "Magic Air" Heater in the 1950 Ford has higher speed motor to increase air flow 25%.



□ New fabrics are a decorator's dream—your choice of rich broadcloth or long-wearing mohair in sparkling clear colors.

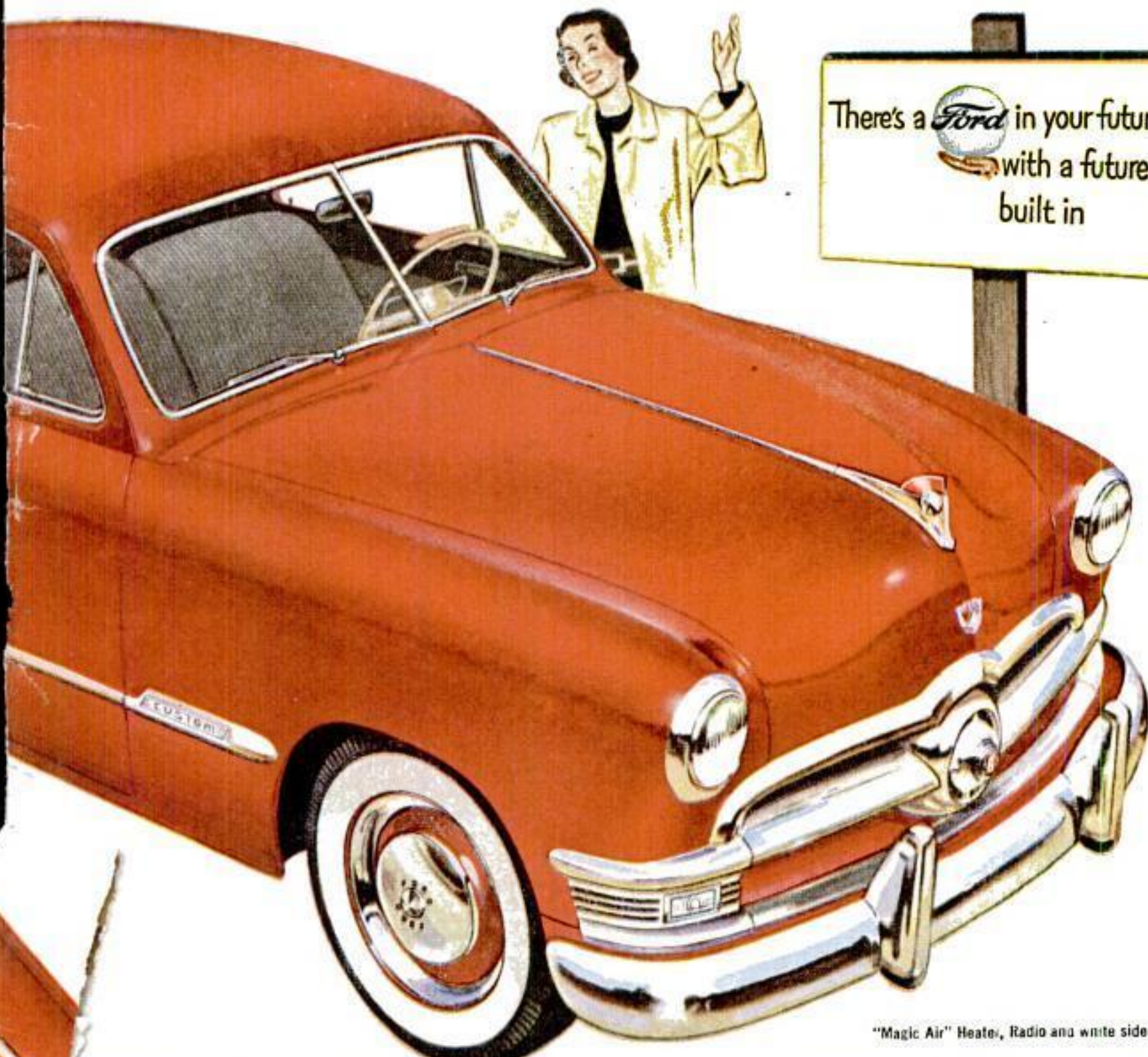


□ Horn ring is smart looking and of new shape to prevent snagging of sleeves—or a lady's bracelet. Needs only a touch.



□ New lined luggage locker offers better appearance, more baggage space than any other car at Ford's price.

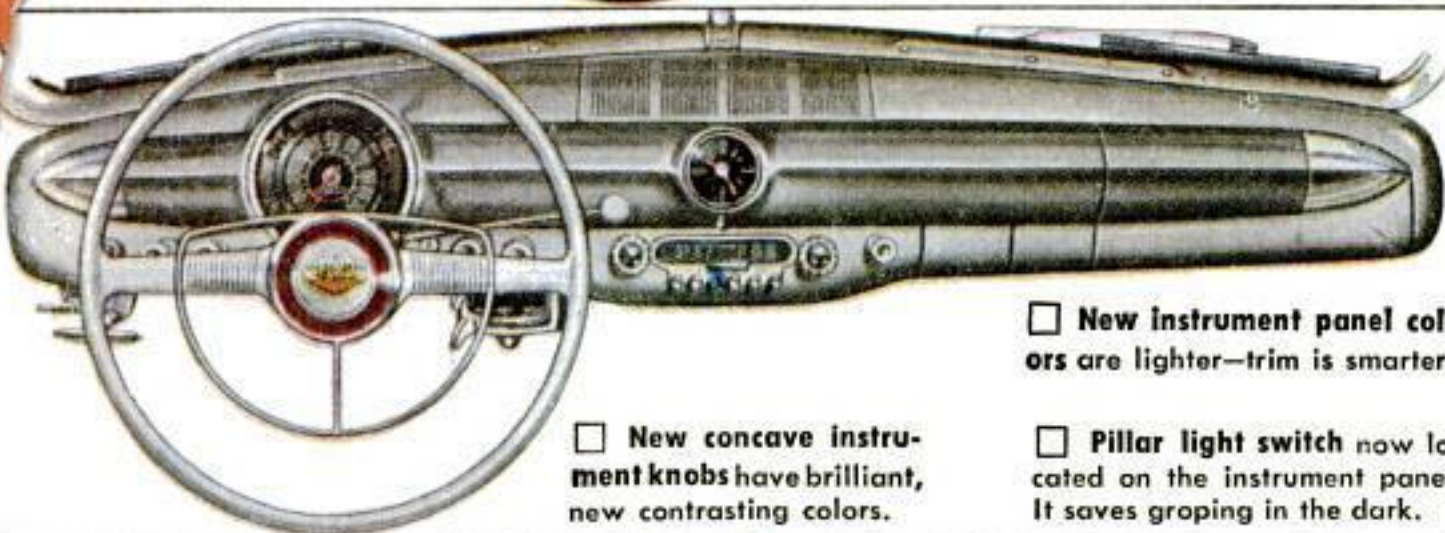
□ New rear bumper is ribbed for increased strength. Ribs and new mounting arms give greater protection against impacts.



Drive the '50 FORD

...at your Ford Dealers
Today! See, hear and feel the difference

"Magic Air" Heater, Radio and white side wall tires optional at extra cost



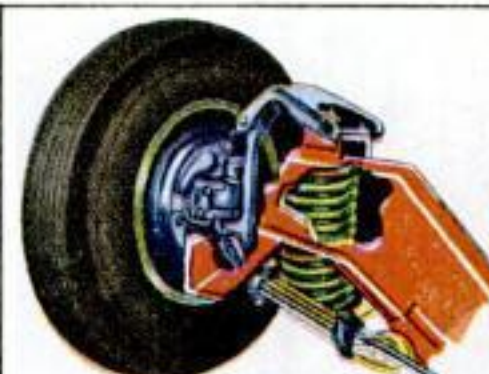
□ New instrument panel colors are lighter—trim is smarter.

□ New concave instrument knobs have brilliant, new contrasting colors.

□ Pillar light switch now located on the instrument panel. It saves groping in the dark.



□ New gas filler tube and cover—new non-spill vent tube. Closed cover blends into body.



□ Improved front suspension with new torsional stabilizer adds to Ford's roadability.



□ Smart hardware, inside and out, has been designed to give you more than beauty.



□ Automatic courtesy light goes on when you open either of the front doors—convenient.



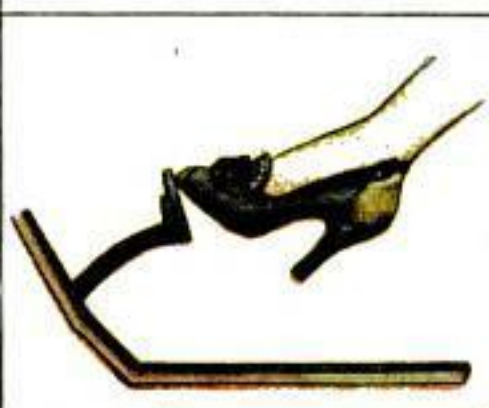
□ Exclusive 100 h.p. V-8 performance for brilliant pick-up, smooth response, safe control.



□ Increased areas of sound conditioning in doors, panels, floor. You can talk in whispers.



□ New wider sun visors give you more protection from glare—greater safety when sun is low.



□ Brake pedal is well away from steering column to allow greater driving freedom.



□ New floor coverings in both front and rear, are made of rich and durable materials.

Shulton GIFT STARS



1.00



EARLY AMERICAN
Old Spice
FOR MEN



1.00



3.00



1.50



2.50

DESERT
FLOWER



3.00



1.00

EARLY AMERICAN
*Friendship's
Garden*



4.50



1.50



1.00

EARLY AMERICAN
Old Spice

OLD SPICE for MEN—Shave Soap in Mug 1.00;
After Shave Lotion 1.00, 1.75;
Mug, Lotion and Talcum in set 3.00

FRIENDSHIP'S GARDEN—Tissue Box with Dusting Powder,
Toilet Water, Body Sachet 3.00;
Bath Bounty Box with 10 individual Bath Salts 1.00

DESERT FLOWER—Purse Perfume 1.50;
Toilet Water and Dusting Powder in set 2.50

OLD SPICE TOILETRIES—Toilet Water with atomizer 1.50;
Purse Perfume in Christmas Dress 1.00;
Treasure Chest with Toilet Water, Dusting Powder,
Body Sachet, Toilet Soap, 3 individual
Bath Salts, atomizer 4.50

Now, you can choose at
leisure, from the whole galaxy of
83 Shulton Gifts, .50 to 8.00. Ask
for color leaflets at your favorite
Toiletry Counter or write to Shulton,
Dept. 12, Rockefeller Center,
New York 20, N. Y.

PRICES PLUS FEDERAL TAX, EXCEPT SOAP



LITHOPOLIS SCHOLARSHIP HOLDERS have only to live in Lithopolis, Ohio (pop. 288) or in surrounding Bloom township. These 11, plus four more out of 20 eli-

gible, are going to college under terms of the scholarship started last year by the late Mabel Wagnalls Jones, who left township \$2,500,000 so its children could go to college.



MOHAIR EXPERT Mrs. J. Ragsdale went to Texas U. as latest recipient of Texas Sheep and Goat Raisers Association scholarship for home economics graduate interested in sheep and goats. There is no candidate this year.

ODD SCHOLARSHIPS

Students pay their college bills by meeting weird specifications

Just because they live in or near Lithopolis, Ohio the smiling students above are going to college this year. Like the girl at the left who got one year in college because she was interested in goats, and the young man at the right who got four because he was a deserving caddy, they are holders of a few of the 75,000 scholarships which are awarded by U.S. colleges and universities and total \$15 million a year. A great many donors of these scholarships have handed the necessary money over to the college authorities with no strings attached. But there is always someone like old Joe Doakes who made his pile as a steam fitter and presents a scholarship to Burlap U. with the stipulation that it go to steam fitters named Doakes. The colleges do what they can to meet such odd specifications. To see some of the students who qualified this year, turn the page.



EXPERT CADDY Robert Schmoll of Denver got the Western Golf Association Scholarship, which is sponsored by Bing Crosby and Bob Hope, because he was a good caddy with high grades. He is at U. of Colorado.

The pleasure's all yours...

Inhale to your heart's content!



EMBASSY

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobaccos provides extra enjoyment plus an extra margin of protection. Try Embassy! Inhale to your heart's content!

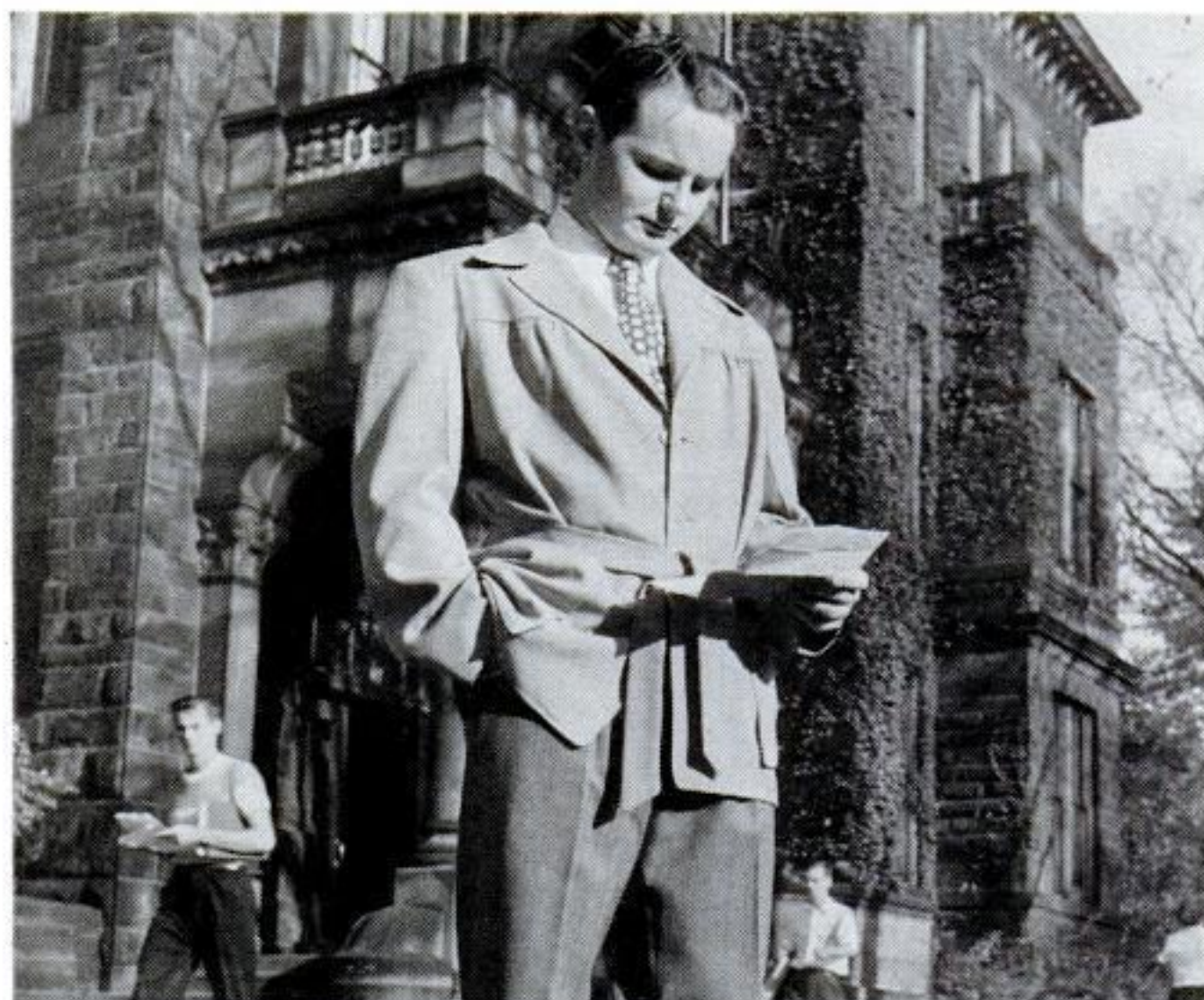
*Longer!
Milder!
Cooler!*



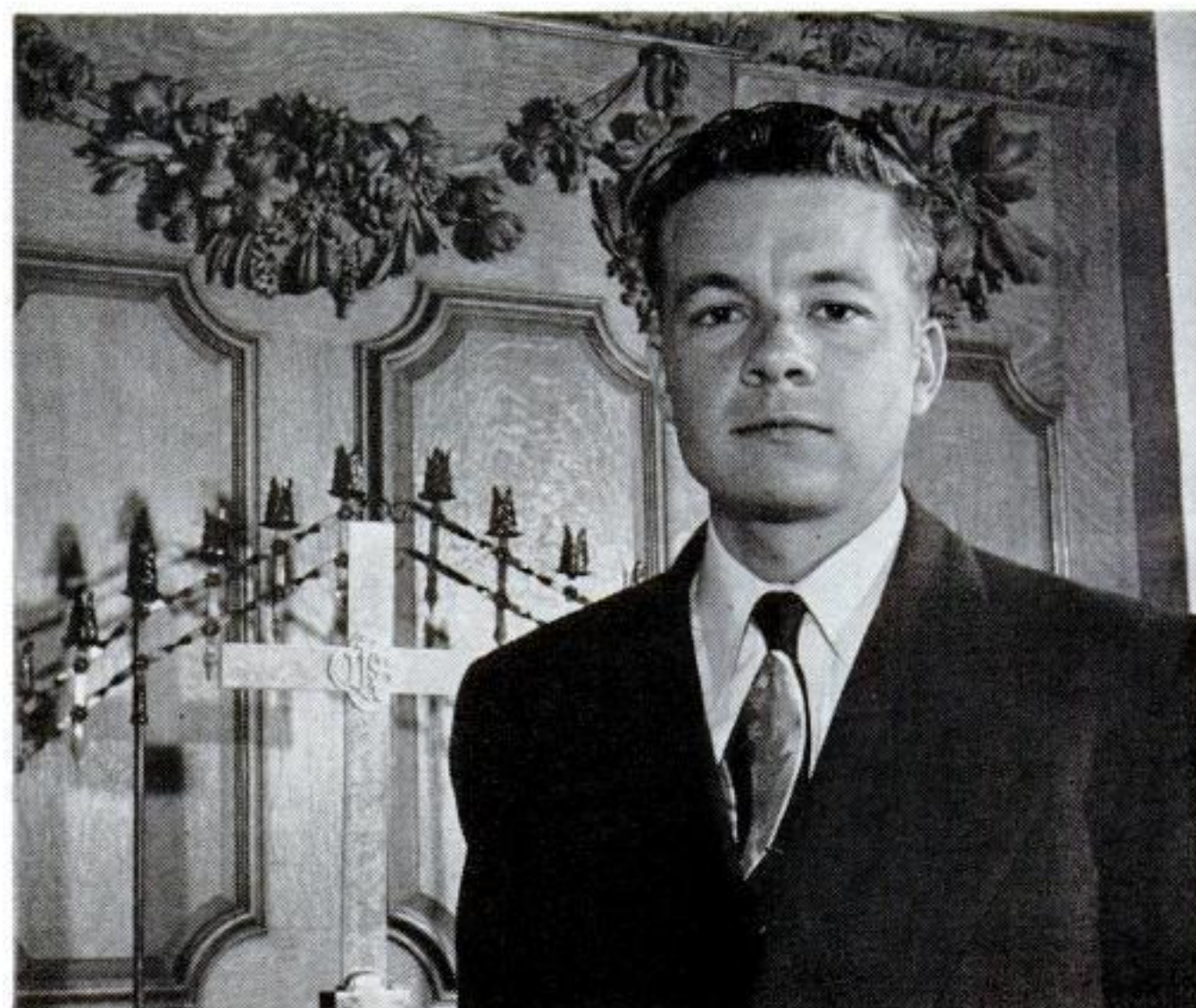
Odd Scholarships CONTINUED



AT AGNES SCOTT COLLEGE Landis Cotton, 19, of Atlanta, Ga. won the Atlantic Ice & Coal Co. Scholarship by living in a community where company had a plant or branch, and by being the best qualified candidate. The scholarship pays her \$100 a year and she adds to it by working in the dean's office.



AT WESTERN RESERVE Maynard Burkhardt showed up this year to claim a scholarship founded there by his great-great-great-grandmother in 1845 for her descendants. The document had been believed lost in a fire, then found in a trunk. University decided to honor it in Maynard's case, for the last time.



AT EMORY UNIVERSITY the Melvin Jones Memorial Scholarship was established partly with \$500 that young Jones had saved toward his education when he died at 16. It is awarded to a man preparing for the ministry who promises to be a leader. This year's incumbent: Melvin's older brother Bill (above).

[CONTINUED ON PAGE 69](#)

GIFTS of GOOD TASTE

at no  extra charge



KENTUCKY TAVERN

GIFT PACKAGES

THE SPARKLING DECANTER

The ideal gift for the man who is proud of his hospitality—proud of the quality of his drinks. Something special for that *Someone* special. Holds 4/5 Quart.

THE NOVEL YULE LOG

The perfect idea for people who like to give something different to people who like to receive something different. Gay, smart, timely—it holds 4/5 Quart.

THE NEW 2-BOTTLE PACKAGE

Holds two bottles of Kentucky Tavern, and everyone's interest. Comes with space for your name or greeting. Holds two 4/5 Quarts.

Glenmore's Kentucky Tavern is the only Bottled-in-Bond that has always been made by the same family in the same distillery for three generations... and the Glenmore distillery has made more Kentucky Bourbon than any other distillery. This unmatched experience assures you uniform high quality.

Kentucky Straight Bourbon Whiskey.
Bottled-in-Bond—100 Proof.

Designed by Glenmore Distilleries Company, Louisville, Kentucky

THE HOUSE WITH THE HOLIDAY SPIRIT © G. D. CO.



*Make gifts gay—
This easy way!*

Here's a bright answer to your Christmas wrapping problem—Texcel Christmas Giftape! Available in 11 colorful patterns... handy to use...sticks with a touch! Economical, too, you'll find! Get your supply today!

TEXCEL®

CHRISTMAS GIFTAPE

AVAILABLE IN 11 COLORFUL DESIGNS
IN 10¢, 25¢ AND 35¢ SIZES



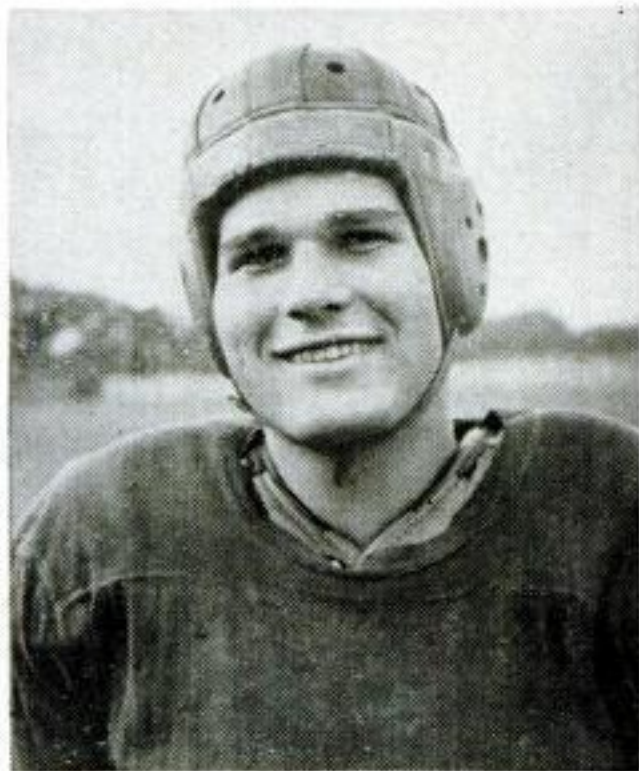
HARVARD HAS OLDEST AND ODDEST



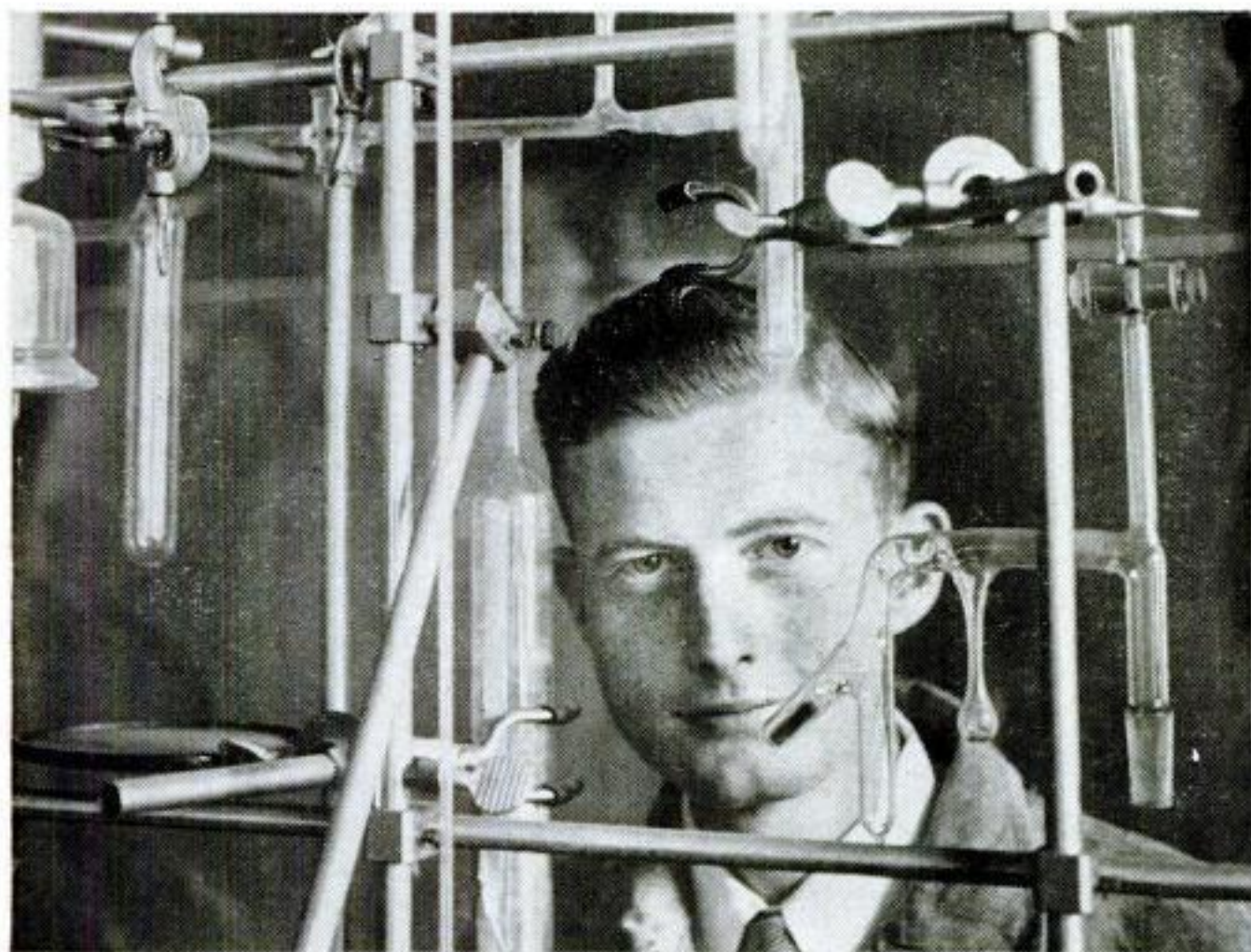
NEWSBOY SCHOLARSHIP, for a Boston newsboy, was won by Richard Holstrom, 17, who had a paper route for three years. It pays him \$100 a term. Like most scholarship holders, Holstrom applied to the college for a scholarship and the college then awarded him one for which he most nearly qualified.



ODDEST scholarship went to Richard Schellinger of Council Bluffs, who qualified as Iowan living near the Chicago, Burlington & Quincy Railroad.



OLDEST, founded in 1643 by Lady Ann Moulson of London with preference for kinsmen, was won by nonrelative Gilbert O'Neil, Gloucester, Mass.



MURPHY SCHOLARSHIP was founded by William Stanislaus Murphy, a Boston custom clerk, for any young man named Murphy who deserves encouragement, and this year's winner is Kenneth Murphy of New York City. In the last 10 years 20 different Murphys have made use of the Murphy Scholarship.



you really can
please people with
sweaters by

Jantzen



give Jantzen sweaters right and left
this season, get a few for yourself... you
couldn't be more right. Jantzen has
wonderful new Nylo-Fleece with
all the advantages of nylon plus all the
advantages of wool, meaning it's easily washable,
quick-drying, long-wearing, as well as soft and luxurious. Jantzen
has a fine new Cable-Knit, 100% virgin worsted wool and the silkiest
softest kid mohair with a handknit look. Jantzen has the
most perfect line-up of sweaters, all in finest yarns...
so ask for Jantzen when you're
gift shopping... they're at most stores.



"stadium" Jantzen-spun
Cable-Knit in seven new
and very smart colors
11.95... same style
in Jantzen-spun
Nylo-Fleece 9.95

"promenade" Jantzen-spun Nylo-Fleece
girls' cardigan, stunning colors 11.95...
matching pullover 7.95

JANTZEN KNITTING MILLS, INC., PORTLAND 14, OREGON...AND BRANCH PLANTS ALL OVER THE WORLD

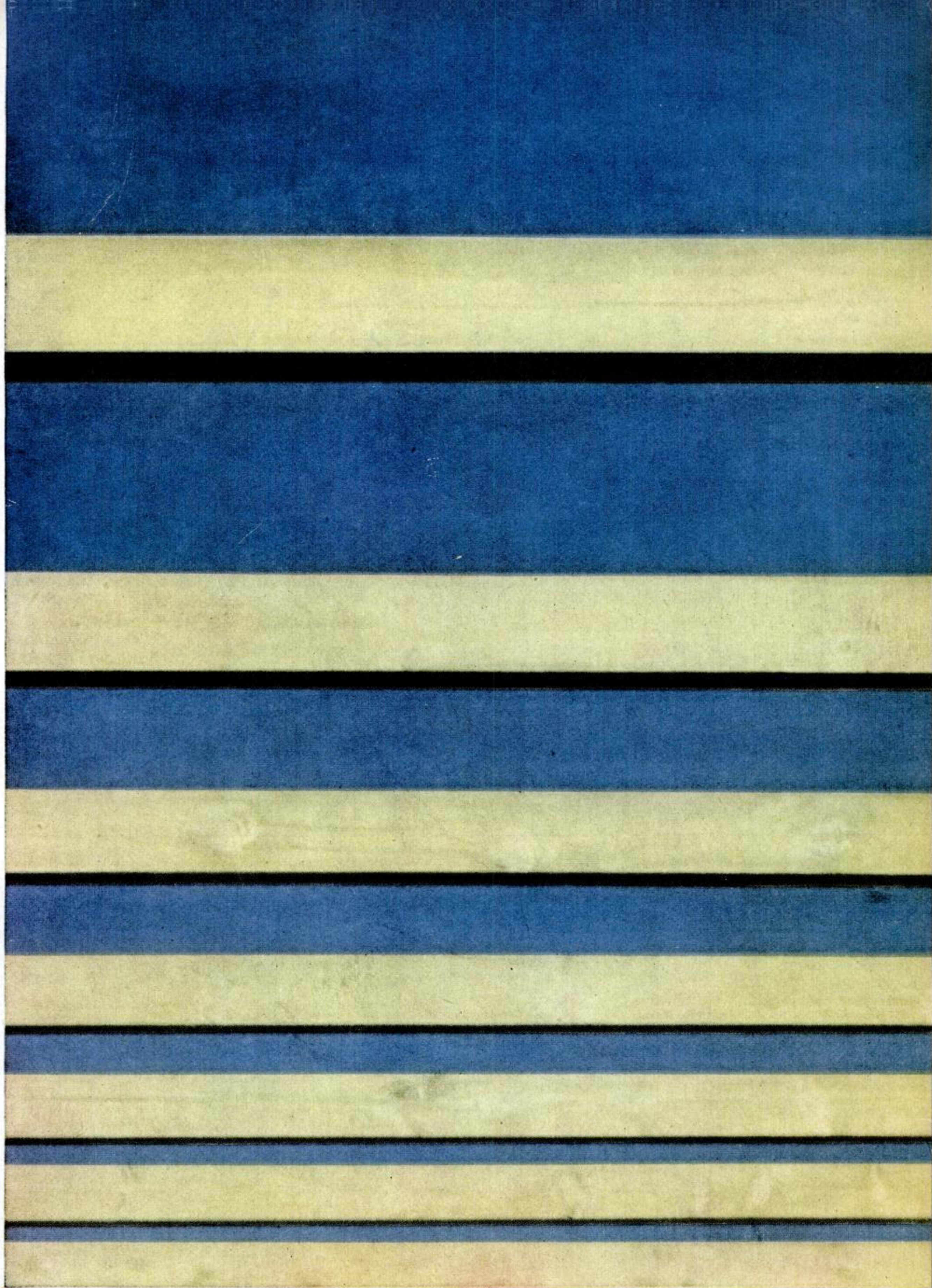
Camera Abstractions

MOST photographs are interesting or beautiful because they record interesting events or beautiful scenes. Though they may be done with great skill, it is primarily their subject matter that makes people want to look at them. But the photographs on the following pages are of a different sort. They are from a book recently published by the young Danish photographer Keld Helmer-Petersen, who cares little about the quality of his subject matter and concentrates instead on making his photographs into interesting studies in abstract form and line. Strictly speaking there is nothing new about Helmer-Petersen's approach, which has long been employed by abstract painters and even has appeared here and there in the work of black-and-white photographers. What is new is the systematic application of this approach to color photography. Helmer-Petersen's photographs resemble abstract paintings in that their interest lies in their quality as two-dimensional designs. He purposely chooses commonplace objects to photograph so that they will not steal the show from his own virtuosity in composing patterns of color and texture. Critics consider his compositions to be extraordinary photographic feats—pictures that are remarkable not for what they depict but for what they *are*.

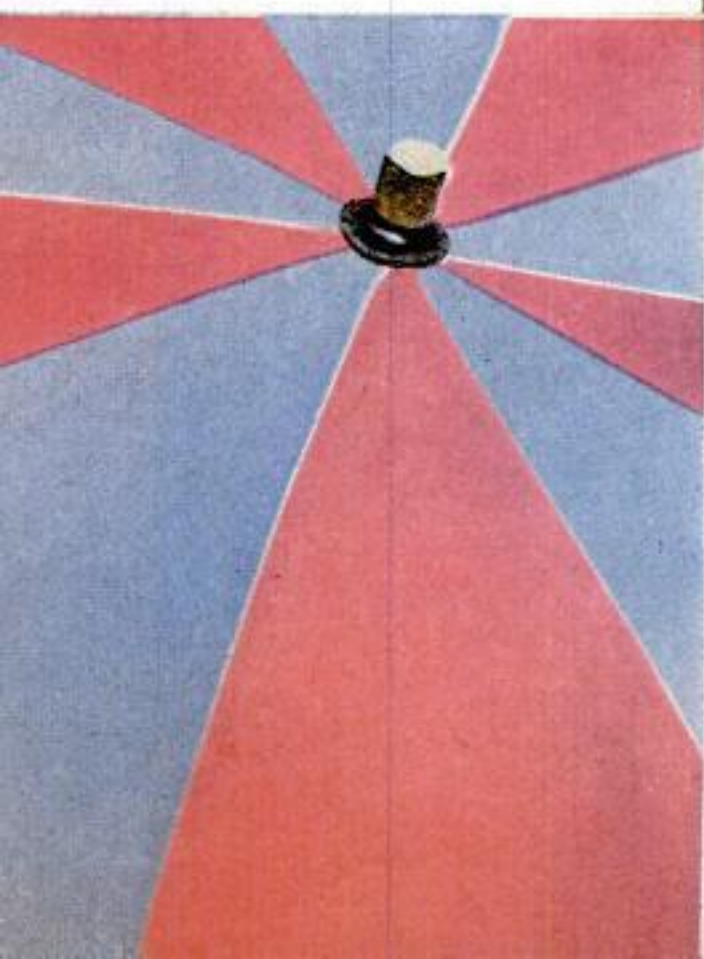
Twenty-nine-year-old Helmer-Petersen, who uses an ordinary Leica camera for all his work, likes to refer to himself as "an amateur." He started taking pictures 10 years ago when his mother made him a present of a camera. By the time he had shot his first three rolls of film, he was asked to enter one of his pictures in Copenhagen's National Photographic Exhibition. Since then his pictures have won critical praise in international exhibitions from the U.S. to India. He lives with his wife, two children and an immense amount of antique furniture in a six-room flat on Copenhagen's fashionable Kristianiagade, where he works very slowly and methodically. His book, which contains 122 photographs, took him four years to complete. He supervised its publication personally, even insisting on choosing the type design. Of photography in general he says, "I have great respect for photographic reporting, but I myself am no reporter. I don't want my pictures to 'look like something.' They should just look like pictures."



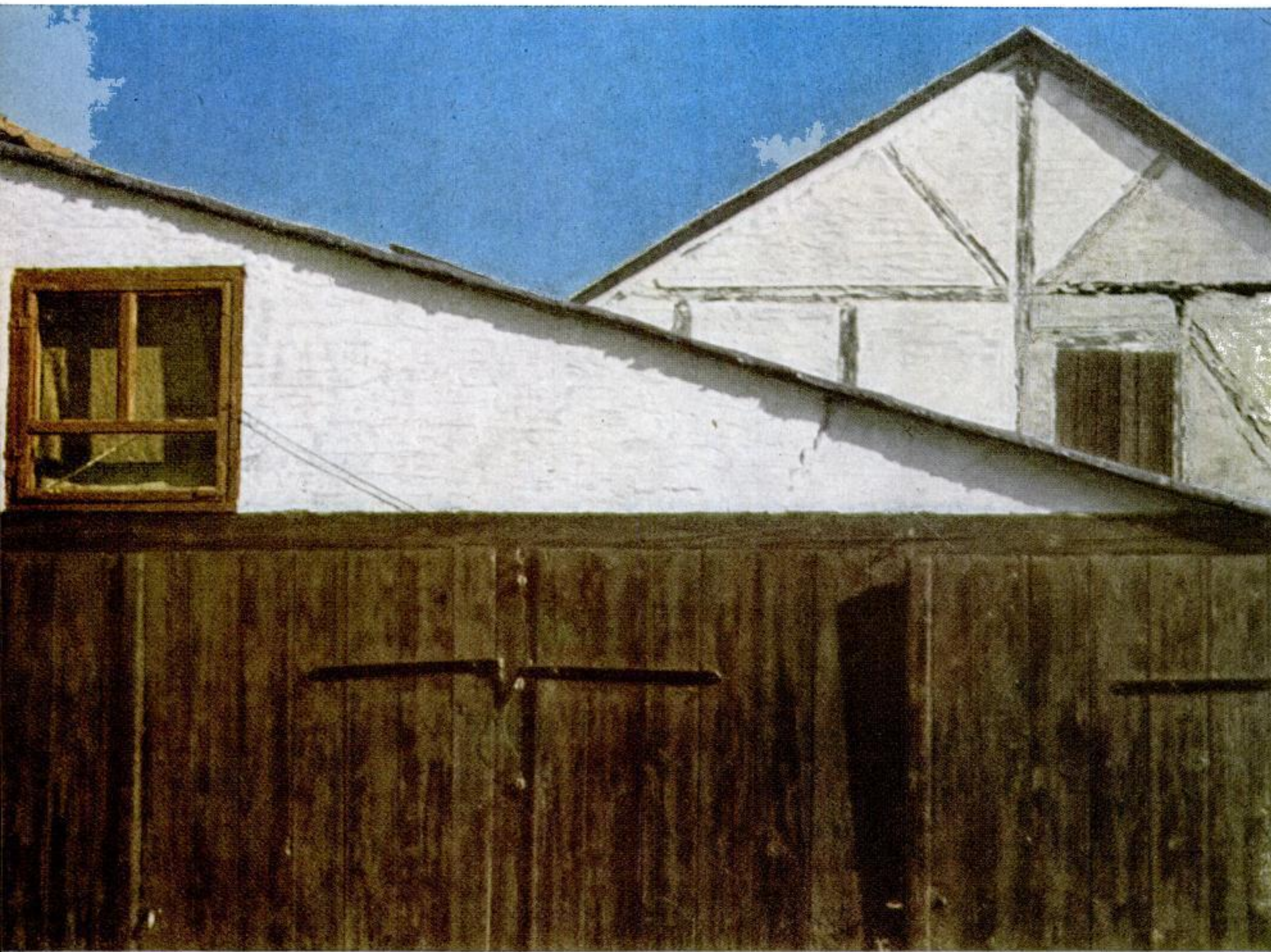
*Leica and spectacles in hand,
Keld Helmer-Petersen studies
a prospective subject.*



*Simplest of Helmer-Petersen's photographs
results from a shot of blue sky
seen through a row of wooden joists.*



*Top of a beach umbrella
was photographed off center
to produce wheel-like pattern.*



*Open barn door →
and slanting roofs
are a study in angles.*

*Textures of wood
and plaster achieve
a harmony of contrasts.*

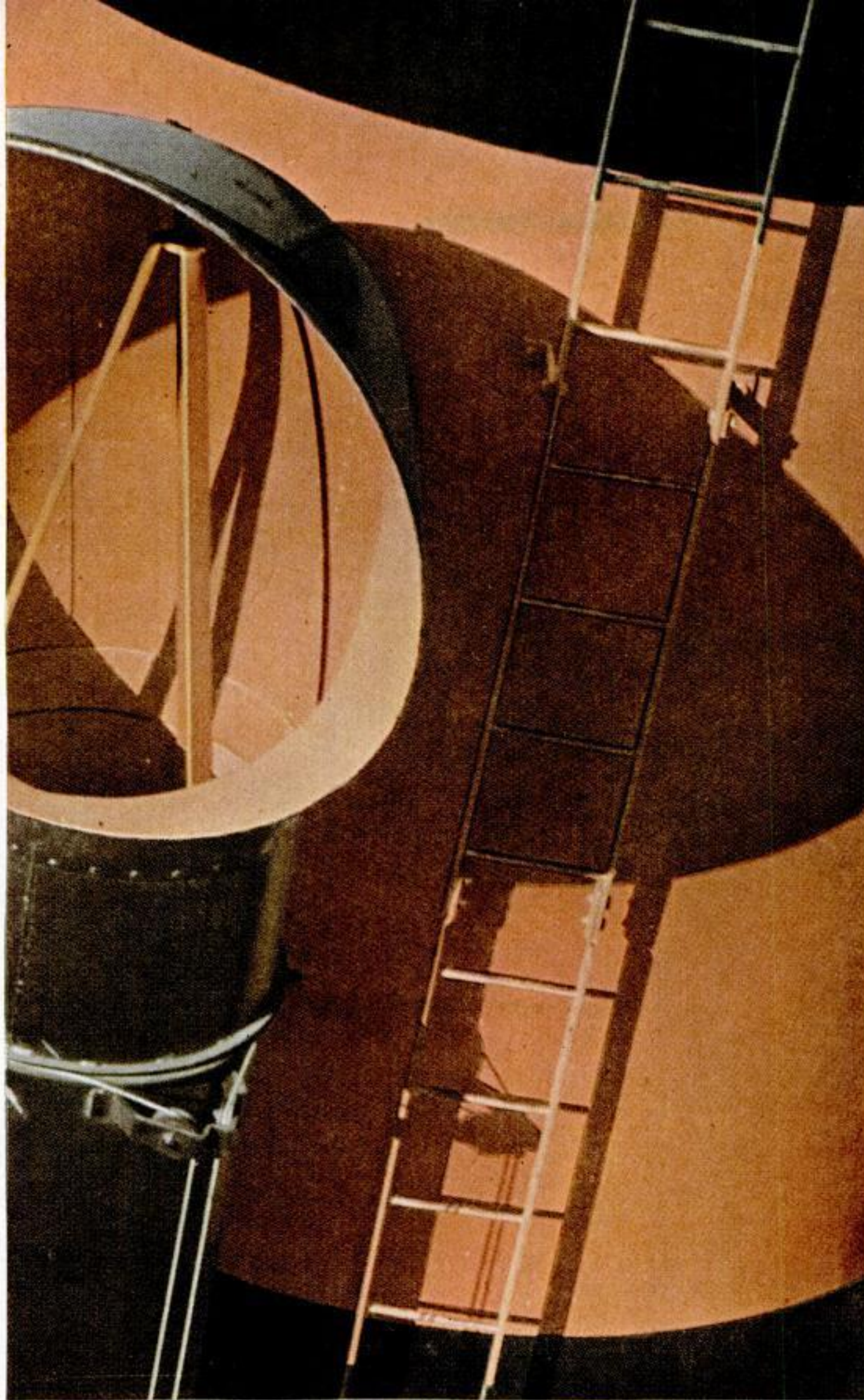


*Large figure 6
on fence is merely
element in composition.*



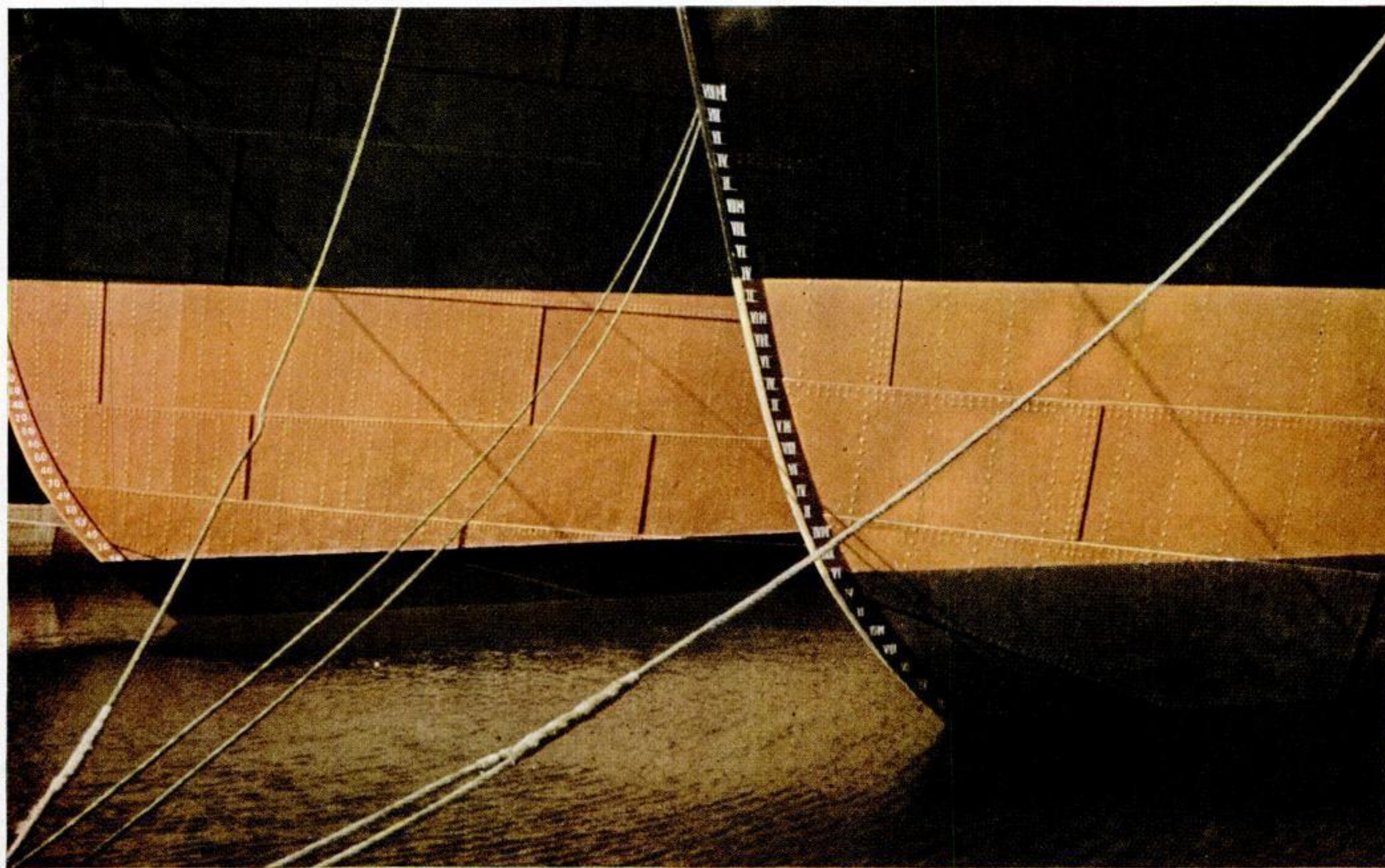


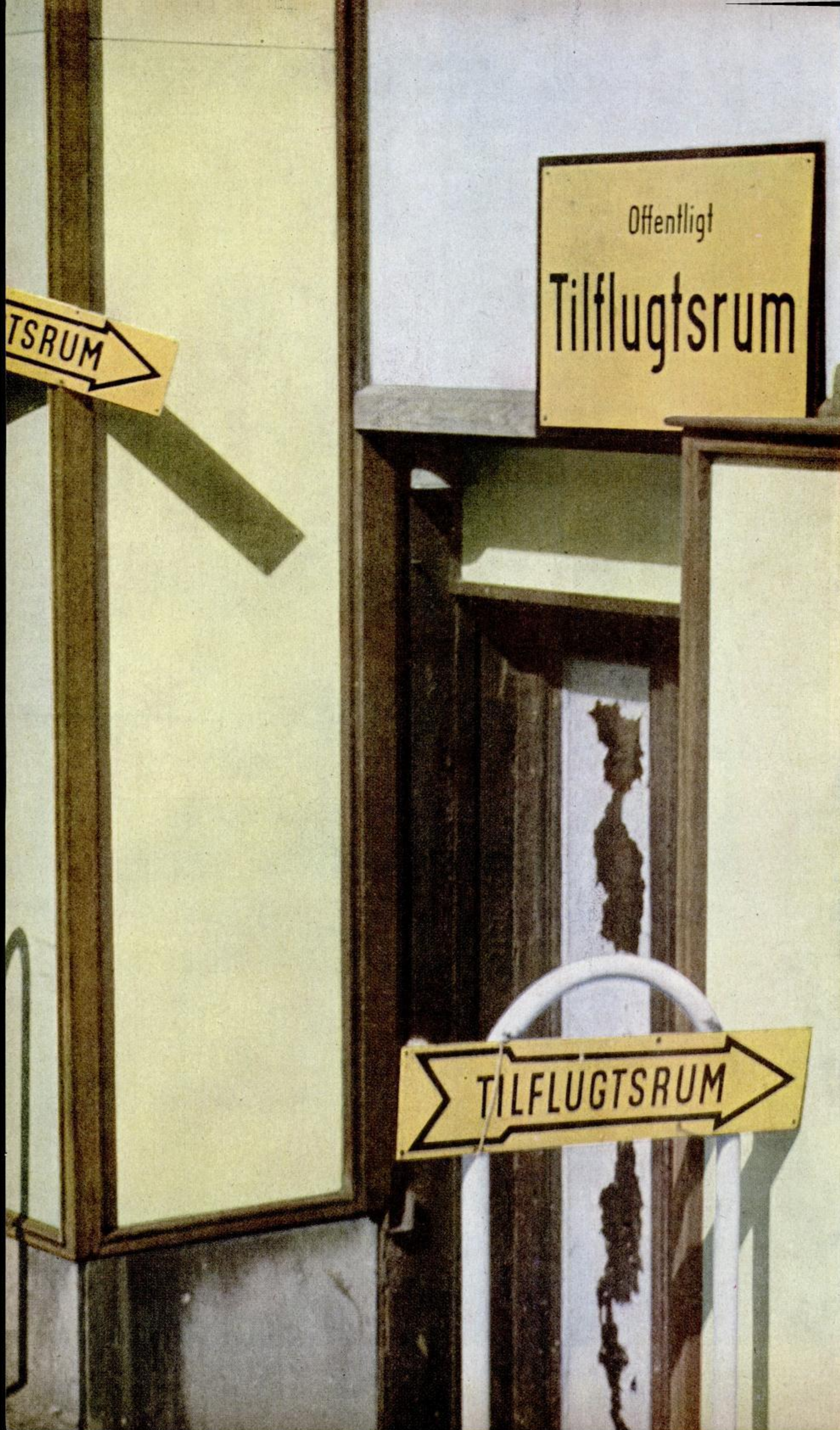
← *Restful balance
is provided by elliptical
outlines of boats.*



*Curves of ship's funnel and ventilator
contrast with straight lines
of metal ladder.*

*Prows of boats are portrayed so that
even rivets and the edges of steel plates
become part of the graceful pattern.*





*Symphony
in yellow and brown
is really entrance to
air-raid shelter.*

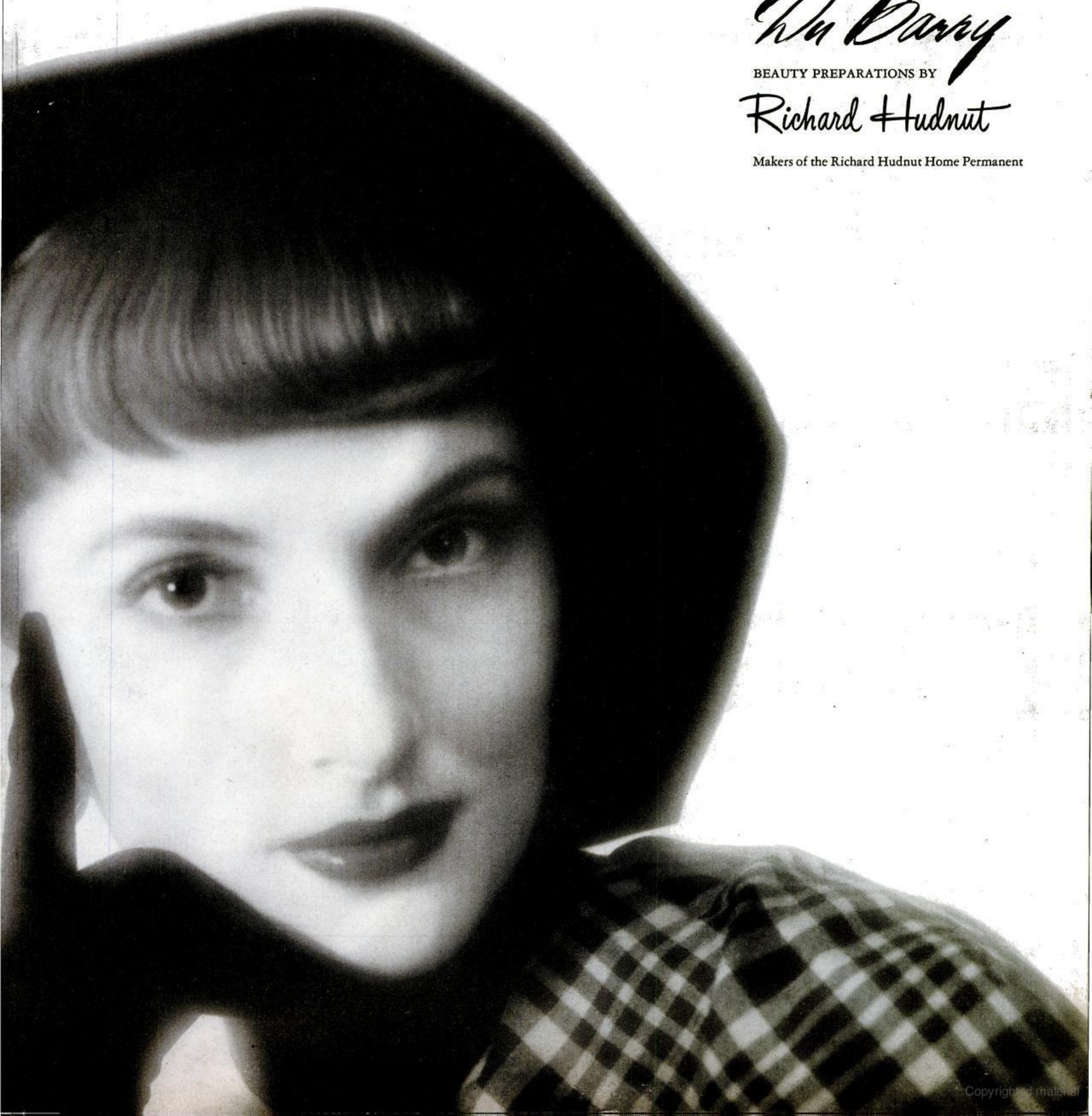
Who is she?

No wonder top fashion photographers agree that DuBarry beauty Lenore Lester is a top-flight model! Lenore knows how important it is for a model to *keep* her skin young-looking *always*...makes DuBarry Special Skin Cream a part of her nightly beauty routine. Its deeper, richer lubrication helps keep dry skins supple, smooth, fresh-looking all day long. Hypo-allergenic...it's good for dry, sensitive skins. \$1.50 plus tax.



DuBarry
BEAUTY PREPARATIONS BY
Richard Hudnut

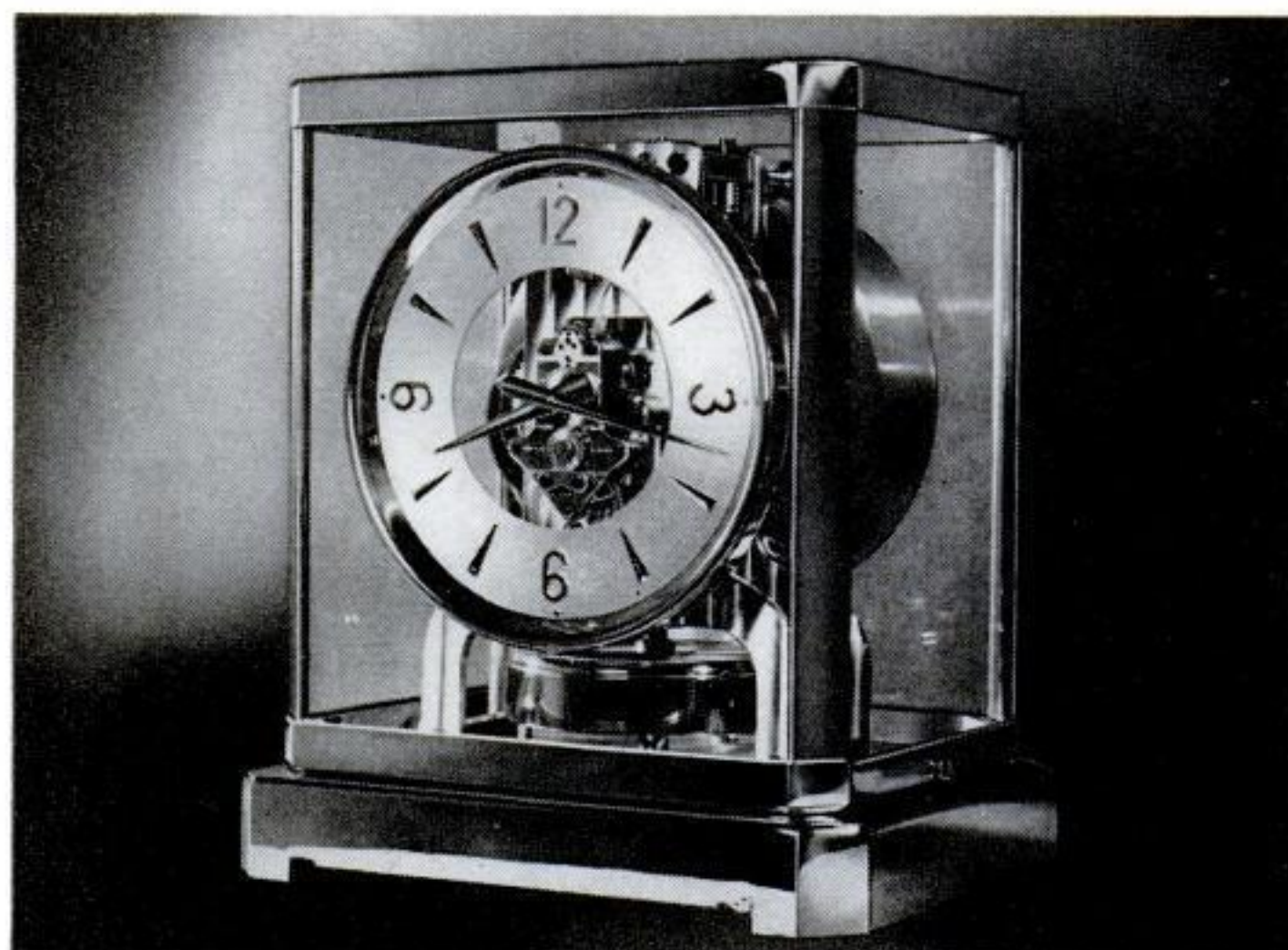
Makers of the Richard Hudnut Home Permanent



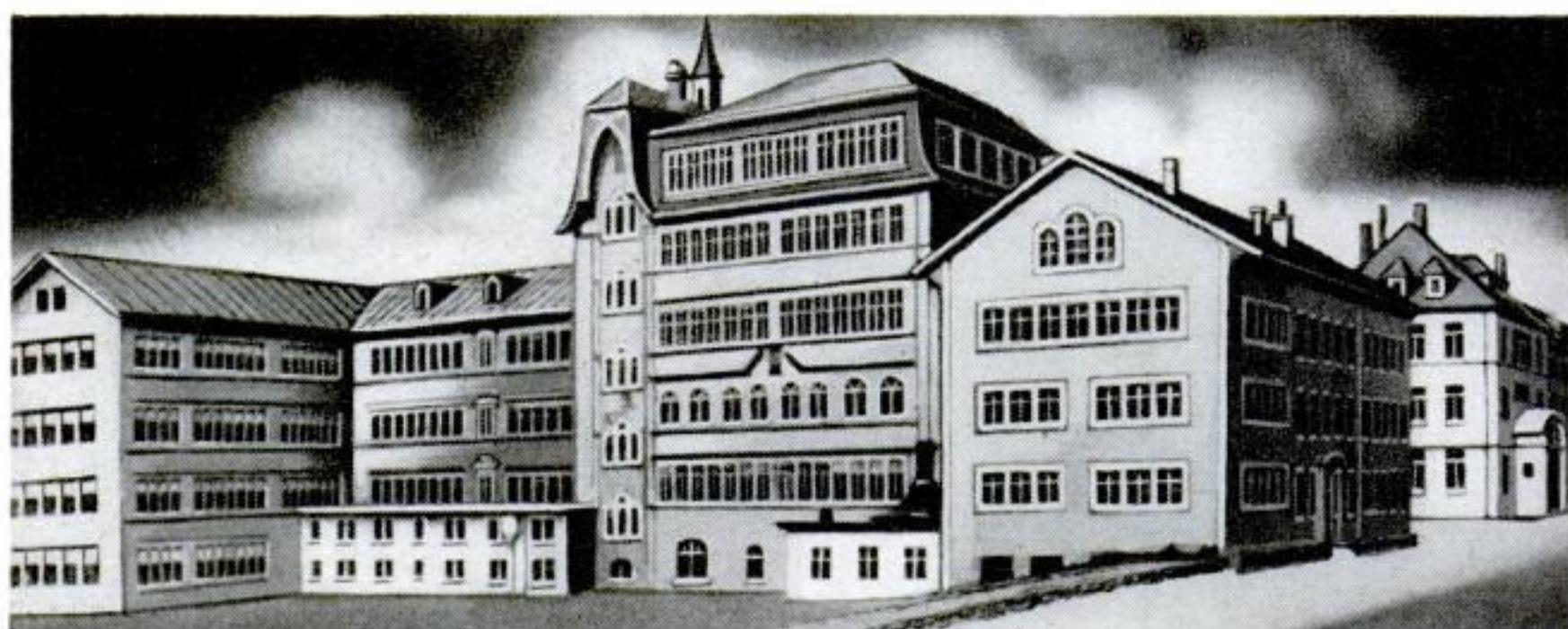
THE MOST EXCEPTIONAL WATCHES AND CLOCKS IN ALL THE WORLD

LE COULTRE

Generation after generation, for over a century, LeCoultre with infinite skill, has created the world's most unusual watches and clocks. The same scientific precision which distinguishes these remarkable timepieces goes into every product of this great watch factory.



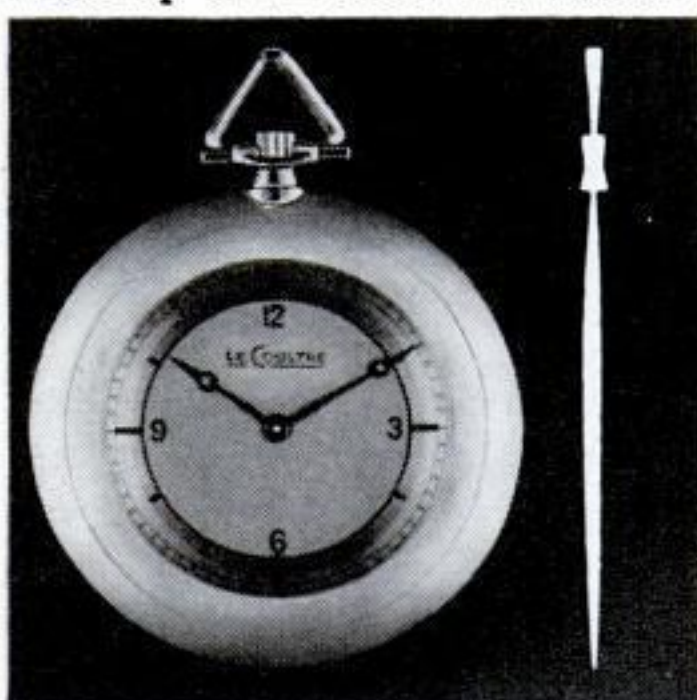
LE COULTRE ATMOS, the perpetual motion clock. It runs without winding or electricity, powered by changes in temperature of the atmosphere. **ATMOS**, brilliant conception of a physicist, was brought to practical realization through the unparalleled workmanship of LE COULTRE. \$315.



Precision, initiative, invention and the highest order of craftsmanship are the guiding traditions that have made LeCoultre watches and clocks the most exceptional in all the world. This is the only watch factory in the world with facilities to produce every single part of a watch from raw materials. LeCoultre maintains the world's finest private horological laboratory.



WORLD'S MOST COMPLEX WATCH made by LeCoultre; chimes the minutes; tells day, date, month, moon phase; counts leap years; split-second timer... \$4200.



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LE COULTRE LADIES' WATCHES, daringly-styled in the contemporary manner. A. Fontaine, 14K gold, \$295. B. Annabelle, 14K gold, \$175. C. The "400" L, 14K gold, \$165. D. Duchess, leather cord, gold-filled case, \$71.50.



"BEAUBRUMMELL", daring design executed by LeCoultre in highly-polished 14K gold and black enamel... \$150.



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WORLD'S SMALLEST WATCH, LeCoultre creation, 1/5th inch wide and 1/2 inch long. The watch movement of 74 parts keeps excellent time. Makes a dazzling impression with individually designed diamond bracelet. As shown in platinum case with suede strap. \$1500.



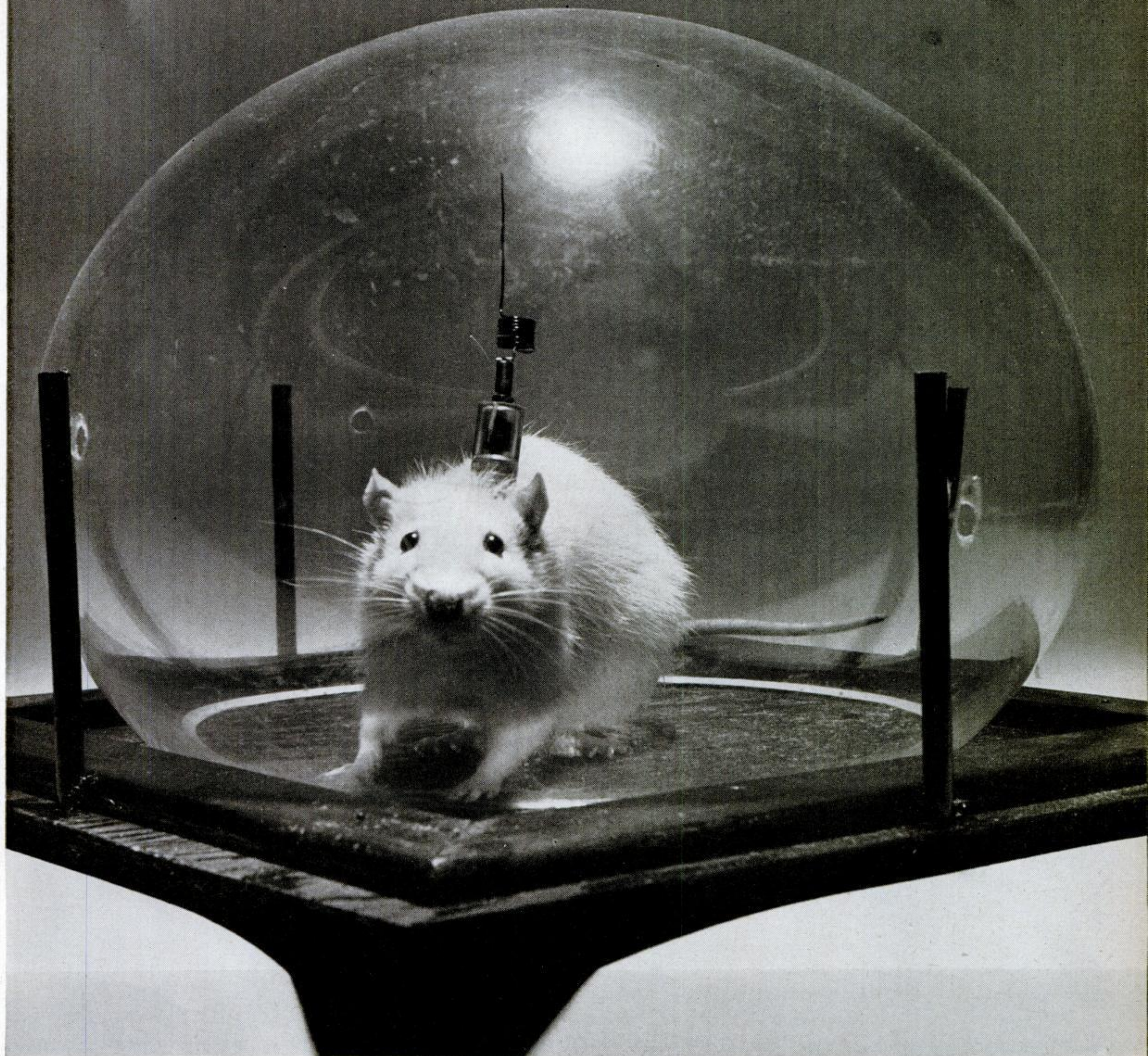
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WHITE RAT WIRED FOR SHORT-WAVE RECEPTION PEERS THROUGH THE LUCITE DOME WHICH KEEPS HIM ON TEST STAND WHILE HIS RADIO SET IS BEING TUNED IN

RADIO-CONTROLLED RATS

Psychologist hopes to unravel mystery of mental processes by electrically stimulating rodents' brains

The unlikely looking little animal shown above is, strangely enough, just what it seems to be: a rat with a built-in radio. Its function, a serious one despite its appearance, is to provide U.C.L.A. Psychologist Joseph A. Gengerelli with new information about the workings of the animal brain. The miniature receiver on its back picks up radio waves sent out by a high-frequency transmitter, converts

them into electric impulses and sends them along a wire to an electrode inside its skull. With its brain thus electrified by remote control, the rat is put through simple mental tests (*next page*) and its reactions carefully observed. By varying the position of the electrode, Dr. Gengerelli can stimulate each brain area in turn and study its particular function. In the past, tests with radio-controlled

animals were done with such crude equipment that their normal reactions could not be examined. But Dr. Gengerelli's sensitive short-wave apparatus can extend such experiments to the broad range of conscious behavior. The results of this study should be among the most interesting to come out of the whole field of brain research, for they may help define the physical basis of mental processes.

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Discover the greatest belt idea in 40 years!

1. First new belt idea since Hickok introduced the Initial Box-buckle in 1909. 2. Your initial in profile...in a modern *italic capital*...that seems to "float" on your belt, yet holds it firmly, securely in place. 3. Sculptured Leather belt, illustrated, with Convex-Curve Profile Initial Buckle, \$4.00.



PROFILE INITIAL
by **HICKOK**



Sterling Silver Profile Initial Buckle with Pigskin Belt, \$5.50.

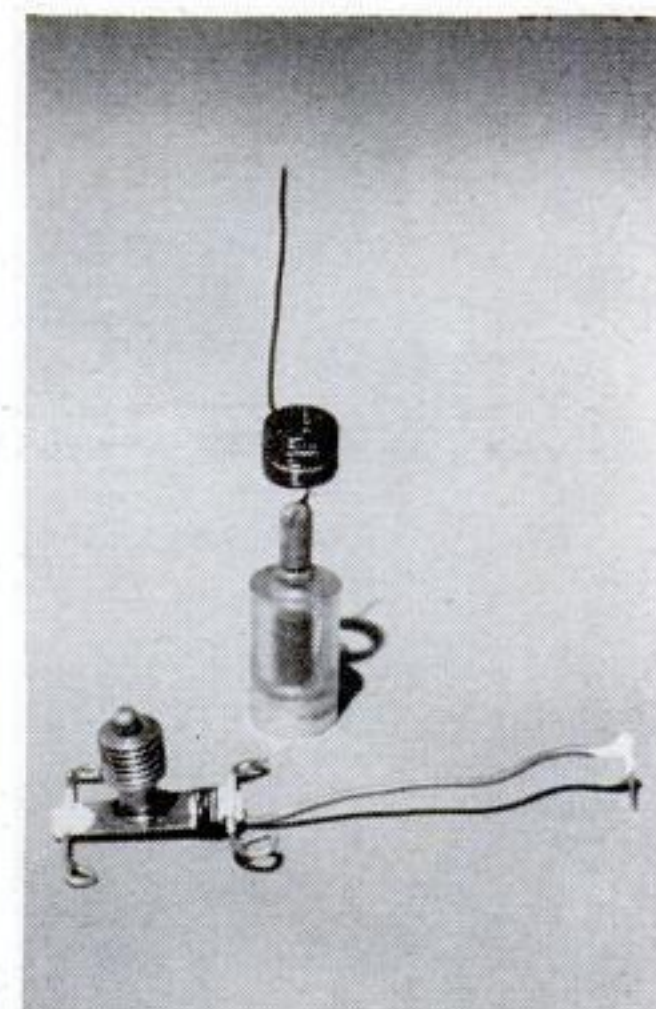


Two-tone Waffle-weave Profile Initial Buckle with Molded Alligator Grain Belt, \$4.00.

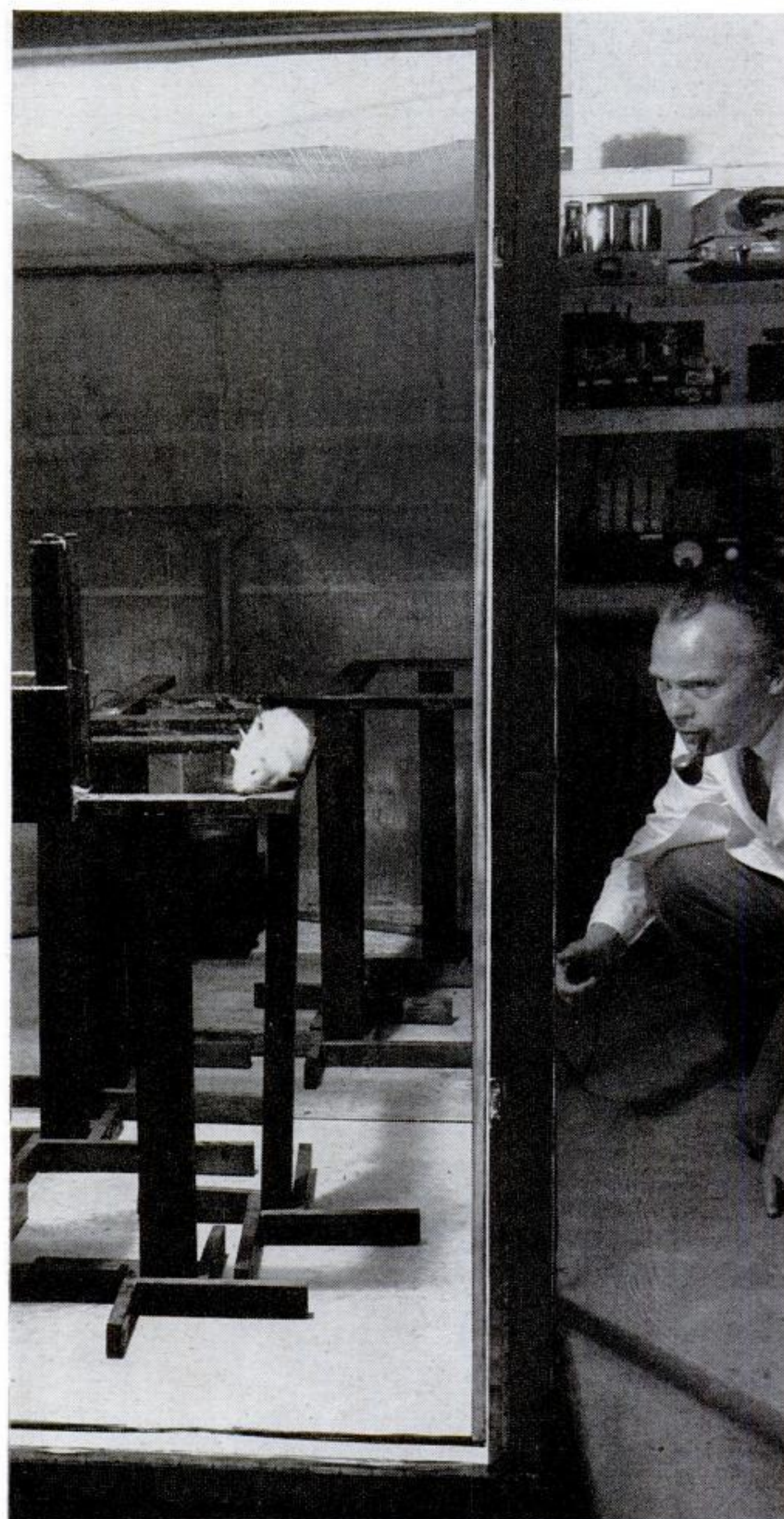
© 1949, Hickok Mfg. Co.

BELTS • BUCKLES • JEWELRY • WALLET • SUSPENDERS

Radio-Controlled Rats CONTINUED



RADIO UNSCREWS from base sewed under rat's skin (*left*). Radio apparatus consists of a crystal detector with spiral antenna (*top*) and a silver mount connected by a short wire to a sharpened silver electrode which enters brain. Different parts of brain can be stimulated by varying position of electrode.



SOLVING MAZE to reach the food box (*left*), radio-equipped rat wends its crooked way across boards. Short-wave impulses are controlled by hand switch outside cage. Dr. Gengerelli expects that animals may learn faster when certain portions of brain are stimulated by the tiny electric current sent by radio.

Mc GREGOR

Give Him A Gift
With That
*Christmas
Glow*



SNOW GLOW

Snow Glow Drizzler... the famous all-purpose Drizzler jacket lined with 100% pure wool patterned blanketing... **15.00**
Hunting Glow Sportshirt... the same Snow Glow pattern and color as the Drizzler lining... **10.00**
Triple Cable Coat... 100% pure wool... **10.95**
Sierra Gab Slacks... **18.00**



CORD GLOW

Paddock Cord Jacket... feels like velvet—looks like a British gun club check. It's corduroy tailored in the popular 4 patch pocket model. **22.95**
Square Dance Gingham Sportshirt... patterns that dance with joy. **5.95**
Cream Suede Vestover... creamy suede with 100% wool knitted back. A wonderful new fashion... **10.00**
Paddock Cord Slacks... **10.95**
Snowman Sweater... Pure Wool Sweater worn by the Snowman **10.00**



WASHABLE WOOL GLOW

Kroy Candlelight Glow Sweater... the washable sweater that won't shrink out of knitted size. Gift-wrapped in the Candlelight package that actually lights up... **10.00**
Waterglow Washable Wool Shirt... pure wool flannel—buttersoft—completely washable... **10.00**
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All Climate Triple Threat... exclusive McGregor fabric in 3-way jacket... **27.50**
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Candle Glow Sheen Sportshirt... washable rayon sheen in the new Window-pane package. **7.95**



Fur Liner... pure wool lounge coat—zip-out soft, warm genuine fur lining... **42.50**



Glow Mac-Jac... 100% heavyweight wool Jac-Shirt. Done in bold blocks in rich Glow colors. **10.95**



Nylon Light Jacket... 100% Nylon that's light—and lights up in its own Candle-light package. **15.95**

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Give her the stars, Give her the moon . . .

Give her **the ENCHANTING FRAGRANCE** of

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Gift package of Mais Oui Perfume, in smart purse flacon, and cool sparkling Mais Oui Eau Parfume \$2.00



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Mais Oui Perfume, Eau Parfume and atomizer, Face Powder, Rouge, Lipstick and Talc \$10.00



Mais Oui Perfume in a wreath \$2.00; Evening in Paris Eau de Cologne, Mais Oui Eau Parfume . . . \$1.50

(All prices plus tax)

Mais Oui Perfume . . . \$1.00 to \$12.50
Eau Parfume . . . 75¢ to \$2.00
Talc . . . 75¢

mais Oui
BOURJOIS

CLOSE-UP



GOLFER HILTON, practicing iron shot in front of a mirror in his Chicago Stevens Hotel, fails to keep head

down. At 61 he scores in the high 80s, is also an equestrian, a yachtsman and an expert, indefatigable dancer.

Hilton the Host

A bold and agile Texan
keeps adding new hotels
to world's No. 1 chain

by NOEL F. BUSCH

CONRAD NICHOLSON HILTON, who, as proprietor of 15 major U.S. hotels including the three biggest, is easily the most expansive professional or amateur host in history, is a nimble, soft-spoken, handsome Texan who, at 61, takes pride in his proficiency at ballroom dancing. Hilton's specialties are the polka, the schottische and a variation of the waltz called the Varsoviana. Much of his skill in these exercises was developed by the Los Angeles branch of the Arthur Murray dancing school where Hilton used to keep his attendance a partial secret by having his secretary come into his office and murmur mysteriously, "You have an appointment with Mr. Murray," whenever the hour for his dancing lesson coincided with a conference.

Hilton's late-flowering enthusiasm for the light fantastic was encouraged by his second wife, the celebrated beauty Sari ("Zhah-Zhah") Gabor, who was Miss Hungary of 1936 and whose sister Eva is currently a Broadway comedy star. Zhah-Zhah and Connie, as they were known to their ballroom and other companions, were divorced in 1947, but Hilton still spends most of his evenings in one cafe or another with young ladies whose agility he sometimes rewards by little presents with harmless strings attached. To one recent dancing companion he presented a picayune, pearl-gray poodle puppy which she had admired in a pet-shop. The string, or leash, attached to the poodle was that it be given the name of Waldorf in honor of the most famous hotel in the world, which Hilton had bought the afternoon before.

Hilton's deal for the Waldorf last month was astonishing not only for its size but also for its speed. Less than three weeks elapsed between the time when he started negotiations and the time he acquired control of the property (for \$3 million in cash) and the poodle (for \$400). According to fable Hilton bought the Waldorf without ever having been in it. This is untrue. Actually he spent a whole night in the Waldorf some years ago and has lunched, dined or danced there several times since. The fable, however, has some foundation, for Hilton did in fact buy the Plaza without inspecting its rooms, and it is also indicative of Hilton's nature and the nature of his business.

Hilton's closest historic rival for the title of

HILTON CONTINUED

world's champion hotelkeeper was probably the late César Ritz, whose name, attached to a worldwide group of luxury hotels, added a word to several languages. Ritz was a Swiss bus boy whose reputation was founded on his knowledge of cuisine, management and the personal peculiarities of his distinguished clientele. Hilton is a host of a wholly different color. Unlike Ritz, he himself runs all his hotels, but few of them are named after him. Far from knowing the personal peculiarities of his guests, he is a total stranger even to most of his help. He has never cooked a meal, swept a room or, in hotelkeepers' argot, "roomed a guest" in his entire career. He is in fact not a hotelkeeper at all but a dealer in hotels, who invests in them just as other people put money into oil wells, securities or banks.

In dealing in hotels Hilton uses a system based upon five points, which he himself has frequently published. He thinks a hotel should be 1) well built, 2) soundly financed, 3) strategically located, 4) of real value to its community and 5) reasonably well managed. If a property meets these requirements, Hilton figures out what it is worth. If it can be bought for that amount or less, and if he is in the mood for a deal, he buys it. This system sounds simple and it is. How well it works, however, can be readily discerned by a glance at his present holdings.

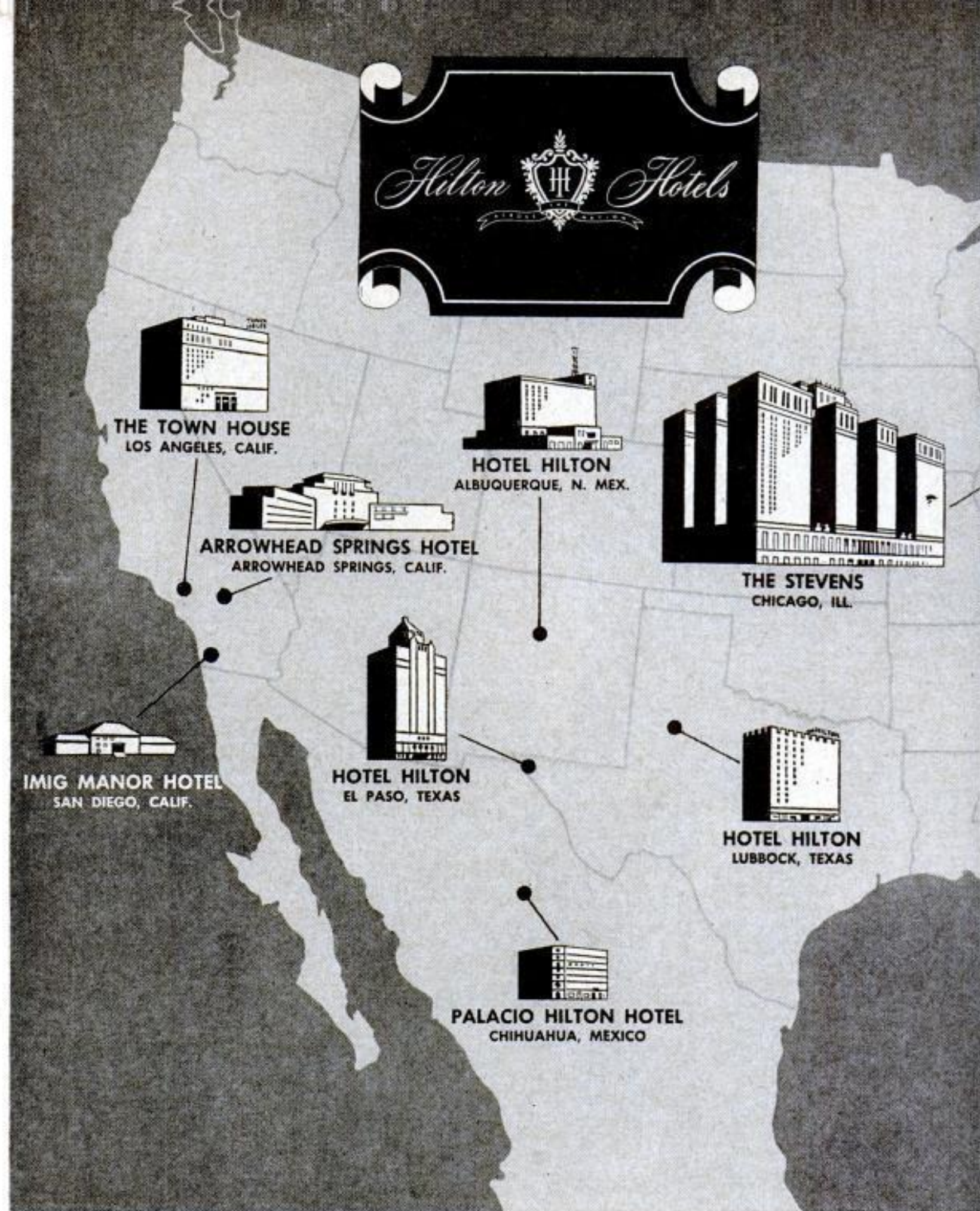
The Waldorf, though the most famous hotel in the world, and though equal in cubic content (20 million cubic feet) to the biggest, is by no means the largest in number of rooms. It contains only 2,200, whereas the Stevens and the Palmer House in Chicago have 3,000 and 2,268 rooms respectively. Hilton acquired the Stevens in February 1945 and the Palmer House a few months later. These three alone would make him one of the biggest hotel owners in the world, but he also controls the Plaza and Roosevelt in New York, Mayflower in Washington, Town House in Los Angeles and the Caribe Hilton, which will be the most elaborate hotel in the U.S. West Indies when it opens with a gala party in Puerto Rico on Dec. 9. Counting seven smaller properties, Hilton thus controls a total of 12,360 rooms and property appraised at \$111 million. Most of the hotels are run through the Hilton Hotels Corporation, of which he is president and majority stockholder, but a few, including the Waldorf, are held by separate companies of which he is the major member. Hilton's combined holdings in the corporation (of which he owns 25.2% of the common stock) and the separate companies are worth about \$6.5 million. His closest rivals are the Statler hotels, the Sheraton hotels and the chain controlled by Arnold S. Kirkeby of Chicago. Hilton's establishments have more rooms and a higher replacement value (\$175 million) than any of the others and exceed them by an even wider margin in total prestige. Other famous chains have some unifying principle: the Statlers, for example, seem much the same in every city to the U.S. traveling public; and the Ritzes maintain a common reputation for elegance. Hilton hotels, instead of being all of a kind, run the gamut from the Waldorf, Plaza, Palmer House and Mayflower to inexpensive houses like the Albuquerque Hilton. Instead of trying to make them all alike, Hilton wants them to differ from each other and encourages his managers to emphasize and develop the individual character of each.

For ensuring that, no matter how dissimilar, the hotels make money at a comparatively constant rate, Hilton's system, like his method of acquiring them, is reasonably simple. One item in the system consists of elaborate and rapid cost accounting which tells him and his executive board how much each department of each of the hotels is making at any moment and compares this item with figures for the previous day, week, month and year. Hilton looks forward with excitement to getting these figures from all his hotels. Another item in the system is a process which Hilton describes as "digging for gold," which consists of improving the figures on the charts by cutting costs or increasing revenues. Hilton's favorite place for gold digging is the lobby or ground floor of his hotels, from which he likes to derive maximum profit through store rentals and concessions. After a quick stroll through the Waldorf's ground-floor bars and celebrated Peacock Alley, he remarked, "I wouldn't take a million dollars for what I will make out of just this part of this place next year."

He replaced luggage with liquor

HILTON gave a good example of successful gold digging when he took over the Chicago Palmer House. This monumental establishment was grossing \$1,657,724 a year when Hilton took it over. According to his cost-accounting sheets, it now grosses \$3,354,848. At the time he acquired it, a large room off the lobby was used as a storage space for guests' luggage. Hilton put the luggage in the basement and installed a profitable liquor store. Ground-floor store rents were boosted to make an extra \$124,000. On another floor a book nook which paid a measly \$3,600 a year was replaced by a cocktail lounge which nets \$181,000.

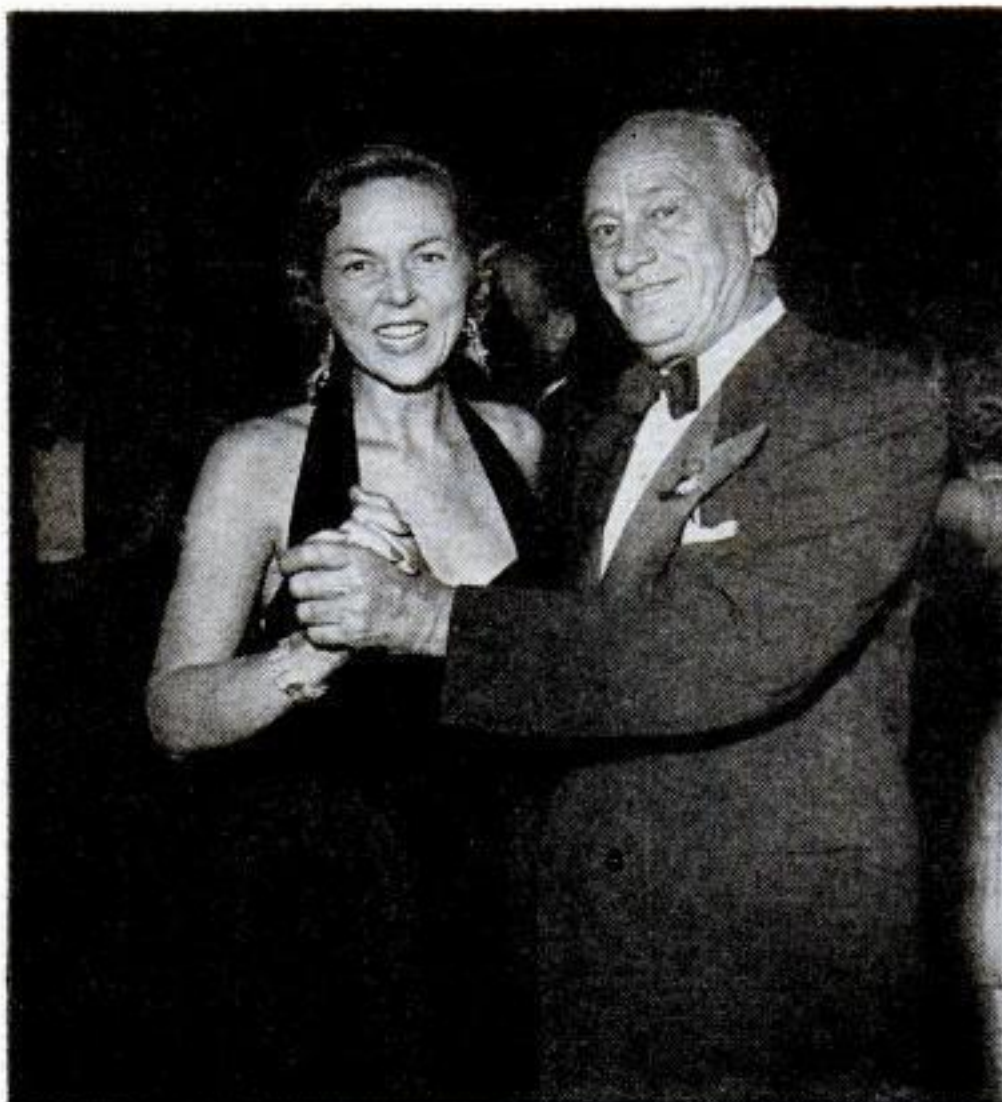
Less dramatic but even more adroit was Hilton's discreet renovation of New York's old Plaza, whose patrons regard it as a repository of the city's transitory traditions. Manhattan's last horse-drawn cabs are lined up across the street for sentimental drives through Central Park. Old ladies take tea in the glass-ceilinged Palm Court. Permanent guests occupy 30% of the rooms, many of which are decorated in late Edwardian style.



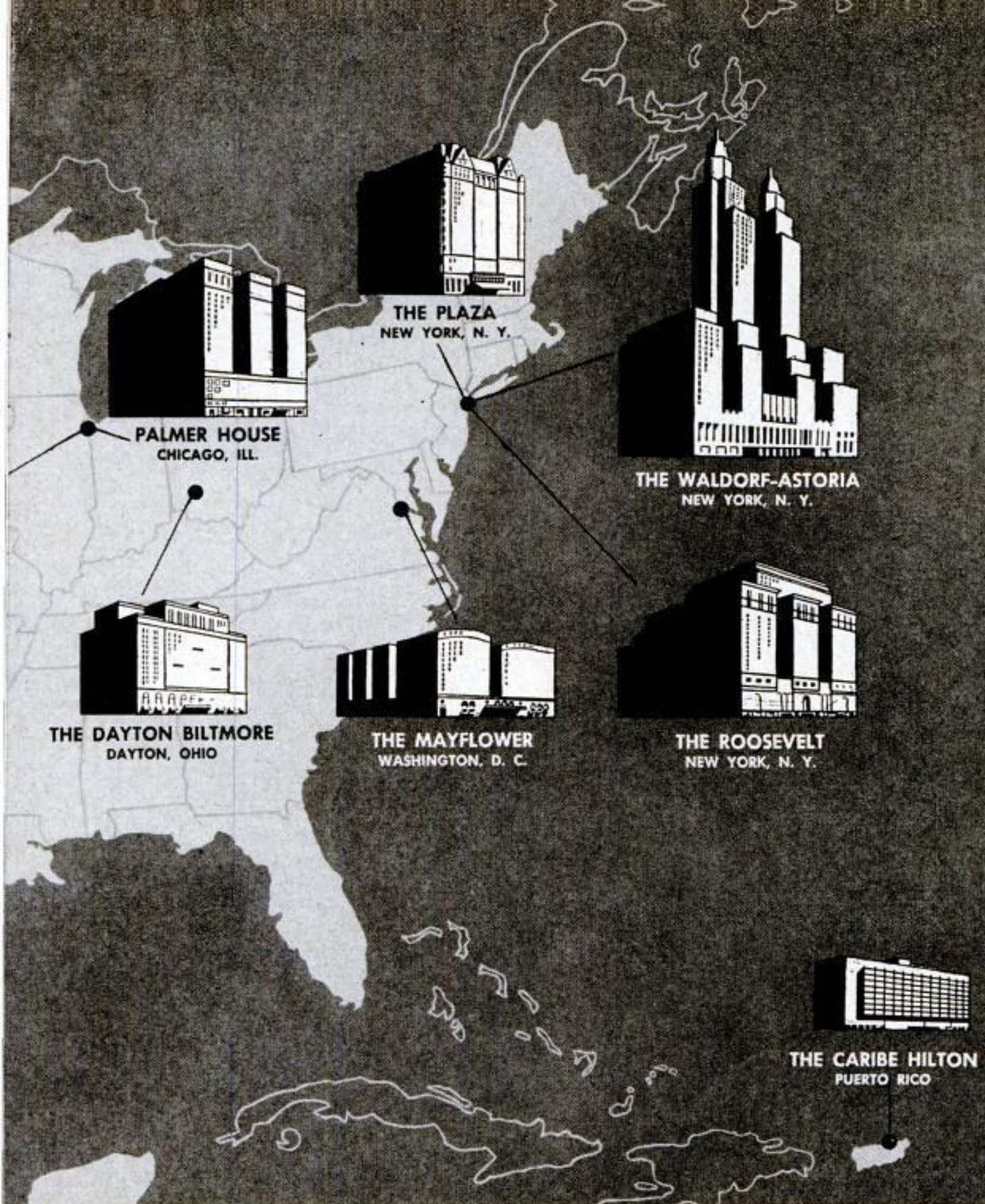
THESE 15 HOTELS, OPERATED EITHER BY HILTON PERSONALLY OR

Hilton was pleased by the Plaza's traditions but not by its condition of repair. He rebuilt the glass ceiling, which seemed about to fall, employing the decorators that had installed it. Next he did away with a brokerage office that had settled into the barroom during Prohibition and never been ejected. Whereas the brokerage firm had paid \$500 a month rent, the bar made \$5,000. Finally, with the help of his celebrated aide, Colonel Serge Obolensky, he opened the Rendez-Vous Room which turned unprofitable waste space in the cellar into one of the town's smartest night clubs. In 1943, the year before he took it over, the Plaza grossed \$794,000. Last year it grossed \$1,375,000.

Still another item in the Hilton business system consists in friendliness, on which most hotelkeepers pride themselves but which is more often found in advertisements than in room clerks. Installing friendliness, however, sometimes raises difficulties. Before he bought the Waldorf, which is now his New York headquarters, Hilton usually stayed in "the president's suite" of the Roosevelt. Thus, whenever he pays a call at his Plaza, he usually goes unrecognized. A few weeks ago he rang for a Plaza elevator just



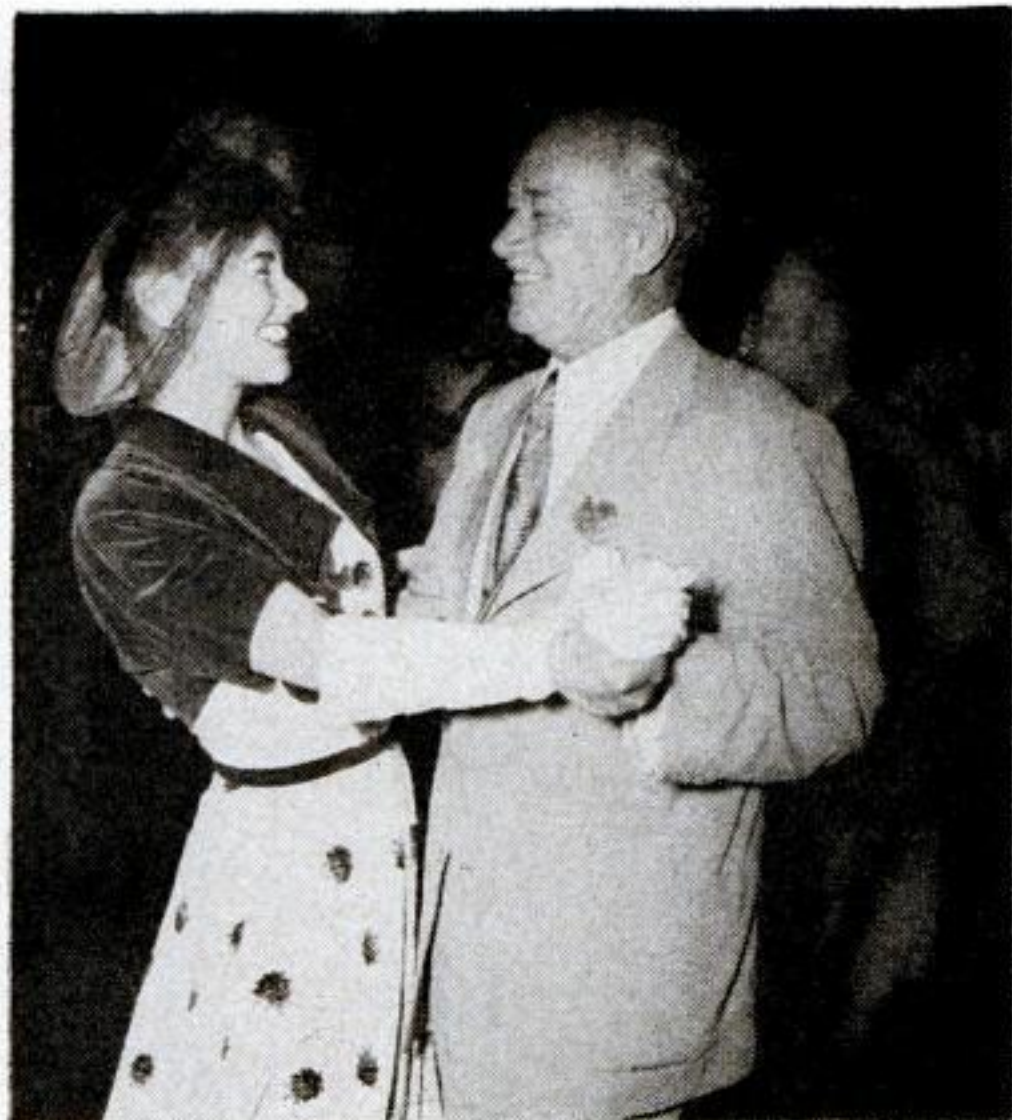
HILTON DANCES with Fashion Stylist Mary Blake (left), his Town House Press Agent Jane Bourne (center) and Chantuse Fildergarde (right). A \$6,000-a-week attrac-



BY HIS CORPORATION, ARE SPRINKLED GENEROUSLY AROUND MAP

after the glass door had shut. Instead of reopening it, the operator started up and then, when Hilton rang again, called down to him impatiently, "All right, all right." Hilton's sense of friendliness was shocked. "One 'all right' would have been enough," he remarked to a companion. "I'm afraid we'll have to do something about that fellow." Generally Hilton gets along better with those who work with him. Most of his close associates are old hands in the business who started in it with him as room clerks or assistant managers, and who have been substantially enriched by stockholdings. Hilton leaves most of the active management in their hands and, when traveling about, is less concerned with inspection of his existing properties than in acquiring new ones.

On his travels Hilton is accompanied by his secretary, Olive Wakeman, whose functions include playing gin rummy with him on trains and doling out small sums of cash to him as required. When not on the road, Hilton passes the time either in his house in the Bel Air section of Los Angeles or at his mountain retreat, a four-bedroom "camp" on the shores of Lake Arrowhead. At Arrowhead, Hilton plays gin rummy or runs around the lake



tion at his Plaza's Persian Room, Hildegard enjoys floor-show repartee with Hilton. During it she once suggested a raise; he countered by asking for a percentage of her salary.

in his Chris Craft. In Los Angeles he gets most of his amusement from his dancing or golf, to which his addiction is equally extreme. Darryl Zanuck, the movie producer, carries a polo mallet which he swings in his office in order to develop his wrist muscles during story conferences. Hilton keeps a No. 3 iron handy at all times, and, when conferring or dictating, likes to walk up and down swinging it in one hand or lining up imaginary shots. Hilton scores in the high 80s and recently in New York was delighted when he won a close match with General Eisenhower.

Not overly impressed by his sudden immense success, Hilton gives the impression of thinking about it with an almost childlike incredulity. Courtly in his manners, dressed with expensive good taste, affable to a fault, he retains an ingratiating naivety and Western directness of speech. When ex-President Hoover, a longtime Waldorf resident, joined the new Waldorf board, Hilton seemed genuinely overcome with gratification and surprise. "Now wasn't that nice of Mr. Hoover," he said. "You know, I was so pleased that he would do that."

Hilton's astonishment about his recent rise in the world is at least partly justifiable. It was certainly not accomplished in the European, or approved manner. In Lausanne, Switzerland, for example, there is a school for hoteliers. In order even to matriculate at this establishment the prospective pupil must come properly recommended. The curriculum consists largely of phantom banquets and balls. Pupils take turns in arranging perfect table settings for guests who never arrive and in serving them, under the professor's eye, from perfectly empty dishes. Graduates of the Ecole Hôtelière include the world's most distinguished chefs, headwaiters and hotel managers. The world's top hotelman got his start in very different circumstances.

His father ran a hotel too

HILTON'S father, a Norwegian emigrant, settled down in the tiny cross-roads of San Antonio, N. Mex. where, among other enterprises, he ran a \$2.50-a-night boardinghouse. Some of Hilton's biographers have suggested that he got his early training by meeting trains and smashing baggage at this establishment. Actually the Hilton boy who met the trains was not Conrad but his younger brother Carl, who later went to Annapolis and is now a retired captain. Hilton had no interest whatsoever in the hotel. What he liked were trips into the hinterland to acquire skins or gold dust by swapping groceries from the San Antonio general store which, like the post office and a nearby coal mine, was one of his father's enterprises.

As the second of eight children and the eldest son of the family, young Conrad took a hand in managing the store as well as trading for it. When New Mexico became a state, a cousin ran for governor and young Hilton got on the ticket as a candidate for the state's first legislature. The gubernatorial candidate lost but Hilton won, becoming the youngest member. But politics seemed insufficiently rewarding to Hilton and after two years he returned to San Antonio. San Antonio, where almost everything else was run by his father, had no bank. Young Hilton raised \$30,000 to start one but the stockholders, thinking him too young and inexperienced, put in an older man as president. Hilton organized a proxy fight to throw him out. Hilton's response to the national emergency of 1917 was typical. He wrote a letter to Major General Frederick Funston, then in command of the U.S. Army on the Mexican border, offering his services to the government. They were promptly accepted and Hilton sold out the bank and presently was behind the lines in France. There he received his first and only training in the metier in which he now excels, as a second lieutenant assigned to purchasing supplies.

Back in New Mexico after the war, Hilton still was without a vocation. Equipped with \$5,000 capital from the sale of his bank stock, he roamed the Southwest seeking another bank in which to buy an interest. While he was investigating one in the tiny Texas town of Cisco, Hilton found himself sitting in the lobby of a little hotel called the Mobley. Cisco was enjoying an oil boom and the Mobley lobby presented a lively scene. Oil scouts, lease-brokers, drilling-contractors, and roughnecks (oil drillers' assistants, so-called because the backs of their necks get weather-worn while they peer down the shaft) surged in and out so constantly that every room had three consecutive occupants per day. Though Hilton was a stranger to the hotel business, the commotion in the lobby seemed suddenly promising. He asked if the place was for sale, found that it was and put his \$5,000 down, getting friends to put in their money too. As soon as he took possession, Hilton was flabbergasted to find that the Mobley was a miniature El Dorado which brought in about \$2,000 a month. His reaction to this discovery was prompt and characteristic. Any self-respecting graduate of the Ecole Hôtelière would have settled down to improve the Mobley's lamentable cuisine, atrocious service and repellent décor. But Hilton departed immediately, leaving a partner in charge, to buy another hotel as much like the Mobley as possible. He soon found one in Dallas.

Hilton acquired the Mobley in 1919. The hotel-buying spree that followed lasted almost 10 years and reached a climax in the building of the Hilton Hotel in Dallas, an arduous enterprise whose costs, like those of

*In Step With
The Times*

THAT'S THE
CALVERT
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\$33

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QUALITY
*As Dependable
As Time
Itself*

\$33

\$33

CALVERT WATCHES
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WATCHES

681 Fifth Avenue, New York 22, N. Y.



HILTON SR. (in derby) ran a San Antonio general store where fur traders bartered hides for groceries and drink. Son Conrad helped behind the counter.

HILTON CONTINUED

Mr. Blanding's Dream House, far exceeded expectations. He ran out of funds. With the plumber threatening to quit and the bank threatening to foreclose the same day, Hilton wriggled through the crisis by waiving ownership of the property and staying on as manager. This experience taught him that building hotels was less profitable than buying them. Soon he learned another lesson, this time from the Great Depression.

During the long lean years the Hilton hotels, which by now numbered eight, fell into the hands of the famous Galveston bankers, W. L. Moody & Co. Old Mr. Moody, who at 84 still runs a string of vast enterprises while sitting behind a roll-top desk wearing his carpet slippers, turned them over to his son Shearn, since deceased. Shearn Moody's attitude toward the hotel business was indicated when the manager of the Thomas Jefferson Hotel in Birmingham, Ala. sent in an expense account that included \$200 for a portrait of

Jefferson to be hung in the lobby. He wired the manager, "You have bought yourself the picture," and struck the item off the books. Hilton's attitude was much more indulgent. He set about extricating himself from the supervision of the Moodys and finally managed to do so on terms whereby he retained part ownership of five of the eight hotels. This struggle taught Hilton that, while partners are desirable, it is best to be the senior partner.

For the start of Hilton's second rise in 1937 the auspices were more favorable than they had been for his first rise in 1919. First, Hilton had by this time learned quite a lot about the hotel business. Second, the hotel business itself was much more

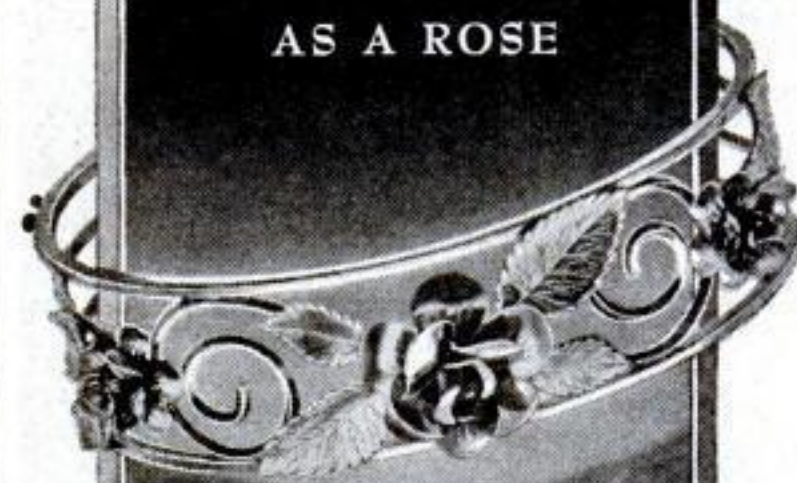


CADET AT 13, Hilton went to New Mexico Military Institute.

worth knowing about because, instead of being scarce and expensive, hotels were now cheap and plentiful. Finally, instead of a depression, the country was heading for a boom and especially a boom in travel. In 1937 he made a trip to California where, in San Francisco, Hilton spied the Sir Francis Drake Hotel, found that it met all his qualifications and speedily raised the money to buy it. The Sir Francis Drake was a great success and he followed it with the Breakers at Long Beach, Calif. When the war started, Los Angeles got nervous and the Town House there was put up for sale at a bargain price. Hilton bought it immediately. The war prosperity wave in hotels moved from west to east and Hilton moved ahead of it, taking over fabulous properties like the New York Roosevelt and Plaza at what amounted to depression prices. The wave had a post-war backwash in Chicago when the government, having acquired the Stevens as a barracks for Air Force trainees, sold it to a Chicago contractor named Stephen Healy, who refurbished it, ran it for a year and then expressed willingness to sell. The Stevens met Hilton's requirements and he met Healy's price. When Healy then raised his figure, Hilton bid for the Palmer House as a stalking-horse. By the time Healy eventually came to terms, Hilton had decided that the Palmer House was actually a good buy also. He wound up owning both. The Palmer House was Hilton's last big deal before the

CONTINUED ON PAGE 93

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TRAIN with built-in
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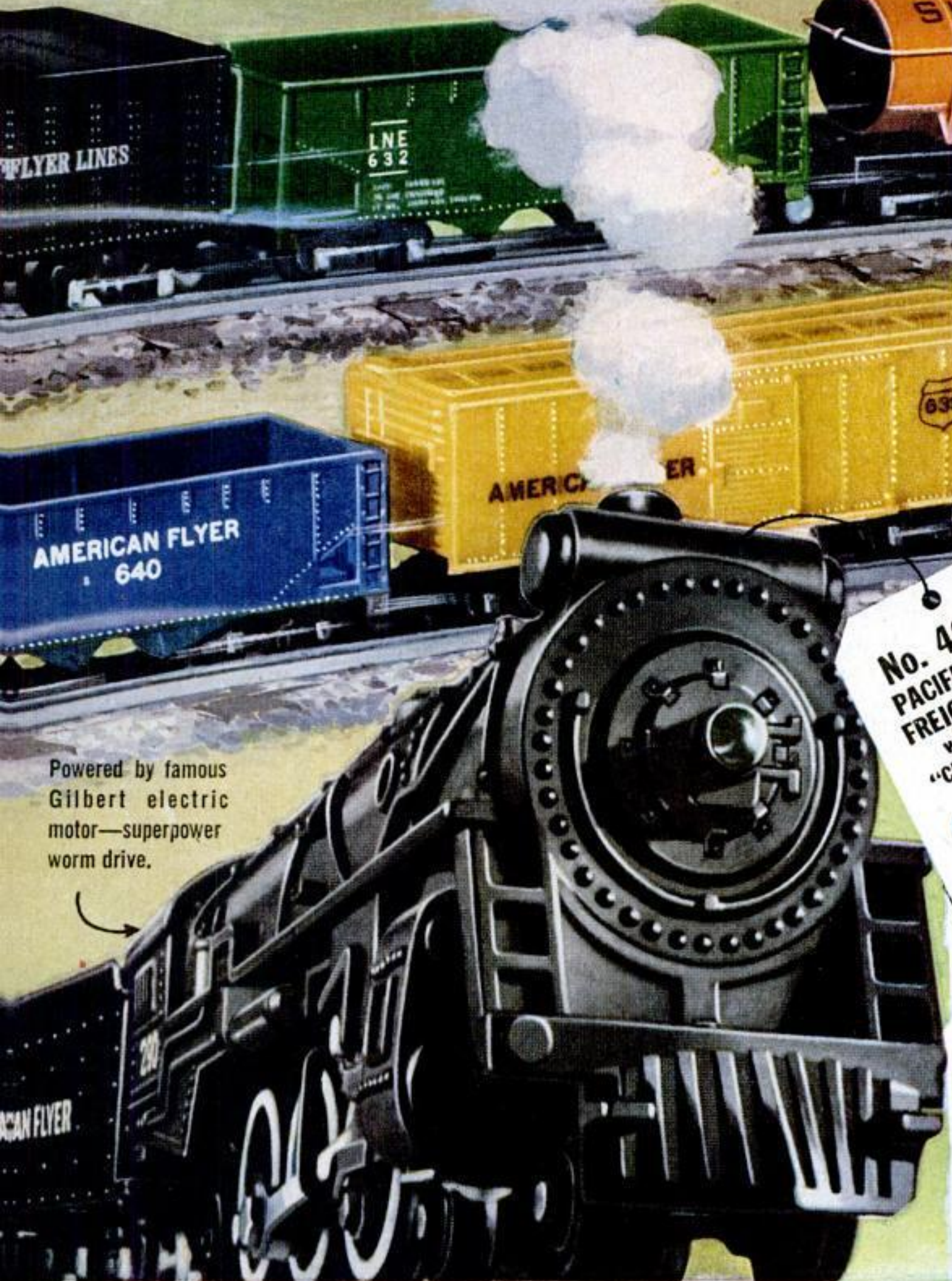
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WITH GABOR SISTERS Zhah-Zhah (left) and Eva, Hilton poses gaily during happy interlude in second marriage, which later ended in a lively divorce.

HILTON CONTINUED

Waldorf. The intervening years were devoted largely to forming the Hilton Hotels Corporation, consolidating most of the separate Hilton ventures under a single executive management. Hilton's numerous partners in the individual properties were given prorata stocks in the corporation.

In analyzing Hilton's success as a hotel dealer, one point to keep in mind is that he is a Texan, with a Texas horse trader's enthusiasm for deals. But when a Texan gets out into the world, like Gulliver when he got into Lilliput, he often has strange adventures. Possibly the strangest adventure that happened Hilton was his encounter with the Hungarians.

Like Texans, Hungarians are a race apart. Unlike Texans however, they are notable less for practicality than for imaginations so vivid that it is said that they are a nation of playwrights and that when the Russians besieged Budapest during the war they got into the city by sending planes to drop leaflets saying, "We have a third act." Miss Sari ("Zhah-Zhah") Gabor got her title of Miss Hungary by winning a beauty contest, but she also exemplified the other characteristics for which her native land is famed. When she and Conrad Hilton met at a movie party in Los Angeles in 1942, the attraction between opposites was as sudden as a Hilton hotel deal. In this case the deal was consummated a short time afterward at a ceremony in New Mexico, which would have been more joyful had it not resulted in difficulties for both parties, as Catholics who were both equipped with living, albeit divorced, spouses elsewhere.

Hilton had been first married in 1925 to a comely Owensboro, Ky. girl named Mary Barron. After their 1935 divorce, a friendly one, she took with her their youngest son, Eric. Until 1937, Hilton's

CONTINUED ON NEXT PAGE



BARRON AND NICK HILTON, learning the hotel business in Los Angeles, look over father's shoulder. Photograph shows the young Hiltons in uniform.

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Vitone your skin for petal-soft, kissable beauty!



Your skin will glow... look so fresh, so smooth... it asks to be kissed when you use Jergens Face Cream enriched with Vitone—a skin-smoother called finer than Lanolin. Never before such a cleanser, such a softener... such younger-looking beauty for you!

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WALDORF'S NEW BOARD of directors includes Chicago manufacturer and financier Henry Crown (lower left, looking toward camera), Herbert Hoo-

HILTON CONTINUED

mother-in-law stayed on to help him care for the two older sons, Nick, 23, and Barron, 21. The effects of Hilton's second venture into matrimony were more sensational. Zhah-Zhah began by reforming Hilton's habits of dress, substituting dark suits and Knize haberdashery for the brighter raiments he had previously favored, and then turned her attention to his social habits. Gregarious and high-spirited, she regarded the Hilton hotels as convenient sites for glamorous parties. One of her legendary efforts in this direction was a gypsy picnic or wienie roast in her suite on the 10th floor of the Plaza. Her husband's local representative forbade the building of campfires on the carpets. Flaming *shashlik* skewers from the Plaza kitchens served as a substitute and the party was a great success.

The union between Connie and Zhah-Zhah also joined their dissimilar families. Zhah-Zhah had two lovely and talented sisters, Eva and Magda, as well as an energetic mother who currently runs a chic pearl shop on Madison Avenue. They and Zhah-Zhah were charmed when the bridegroom's mother, a robust old German-Texan lady in her 80s, boasted that she always slept with a gun under her pillow and proved it by producing the derringer she kept handy in her suite at the Town House. Nonetheless, despite the affinity between the families and the advantageously exotic influences brought to bear upon each other by the principals, the marriage after five years eventuated in divorce.

Like her marriage, Zhah-Zhah's divorce was colorful from the moment when she left the Bel Air household during a fire of undetermined origin. Zhah-Zhah repaired to a lawyer, who informed Mr. Hilton's representatives that her plight caused her to resemble "a little wounded bird." Presently the wounded bird flapped into a suite at a non-Hilton hotel and emerged six months later with her plumage restored to announce that during the entire period she had been unwillingly kept under the influence of mysterious drugs administered by mysterious enemies. But Texans and Hungarians take most things in their stride. Zhah-Zhah is currently in Europe with her third husband, the actor George Sanders. She, Hilton and her family are now all on the best of terms. Hilton patronizes the Gabor shop and Zhah-Zhah sent him an affectionate congratulatory cable when he bought the Waldorf.

Not all of Hilton's adventures turn out as well as his deals for the Waldorf, the Plaza and the Palmer House. One Hilton mistake was his acquisition two and a half years ago of part ownership in three



ver (upper left) and Lawyer William Friedman (far right). President Hilton (second from right) presides over the first meeting of directorate after purchase.

swank Bermuda hotels, the St. George, the Castle Harbour and the Bermudiana. Hilton was so delighted with the Bermuda properties that, with the aid of Colonel Obolensky, he celebrated by giving a party to which 104 of his guests were flown from New York, Boston, Washington, Baltimore, Philadelphia, Newark, Montreal, Chicago and Los Angeles in special planes. At the party he turned to a Mrs. Trimingham who was seated on his right and brightly enquired, "Well, how long have you been down here?" Mrs. Trimingham, a representative of one of the island's oldest clans, replied somewhat stiffly, "My family has been here for 300 years." "Good Lord," answered Hilton. "Why?"

He failed to strike gold in Bermuda

HILTON'S brief chat with Mrs. Trimingham set the keynote for the entire Bermuda venture. First the hotels proved to be salted, so far as Hilton gold-digging operations went. Then he parted company with Colonel Obolensky who presently secured backing elsewhere to get control of the Sherry-Netherland across the street from the Plaza. Finally Hilton relinquished his management of the Bermuda hotels, though he still holds some stock in the Bermuda Development Company which owns them.

Last summer Hilton contemplated further expansion when some of his Los Angeles friends suggested that blocked funds of U.S. movie companies impounded in various European countries might be put to use in backing a continental group of Hilton hotels. On looking into them, however, he found only a handful that came up to his standards. For one of them, the Paris Ritz, he made an offer to which he received the reply, "The Ritz is a tradition. It is not for sale." Hilton found this point of view understandable but was not, in fact, too favorably impressed by European hotels generally. About the convention of bells for waiter, valet and maid in each room, he says, "I think they are a nuisance, all those bells. I can't get what I want. It's easier to call room service." He is less opposed to the system of the concierge or porter whose function is to satisfy all the traveler's minor wants but even this he thinks would be inappropriate in the U.S. "I like having a fellow there to lick stamps for me," he says, "but it wouldn't do here. Our places are too big. Can you imagine a concierge in the Waldorf? Why, he would have to lick stamps for 2,000 people!"

Despite the cancellation of Hilton's European venture, it would be unsafe to think that the climactic Waldorf deal represents a full

CONTINUED ON NEXT PAGE



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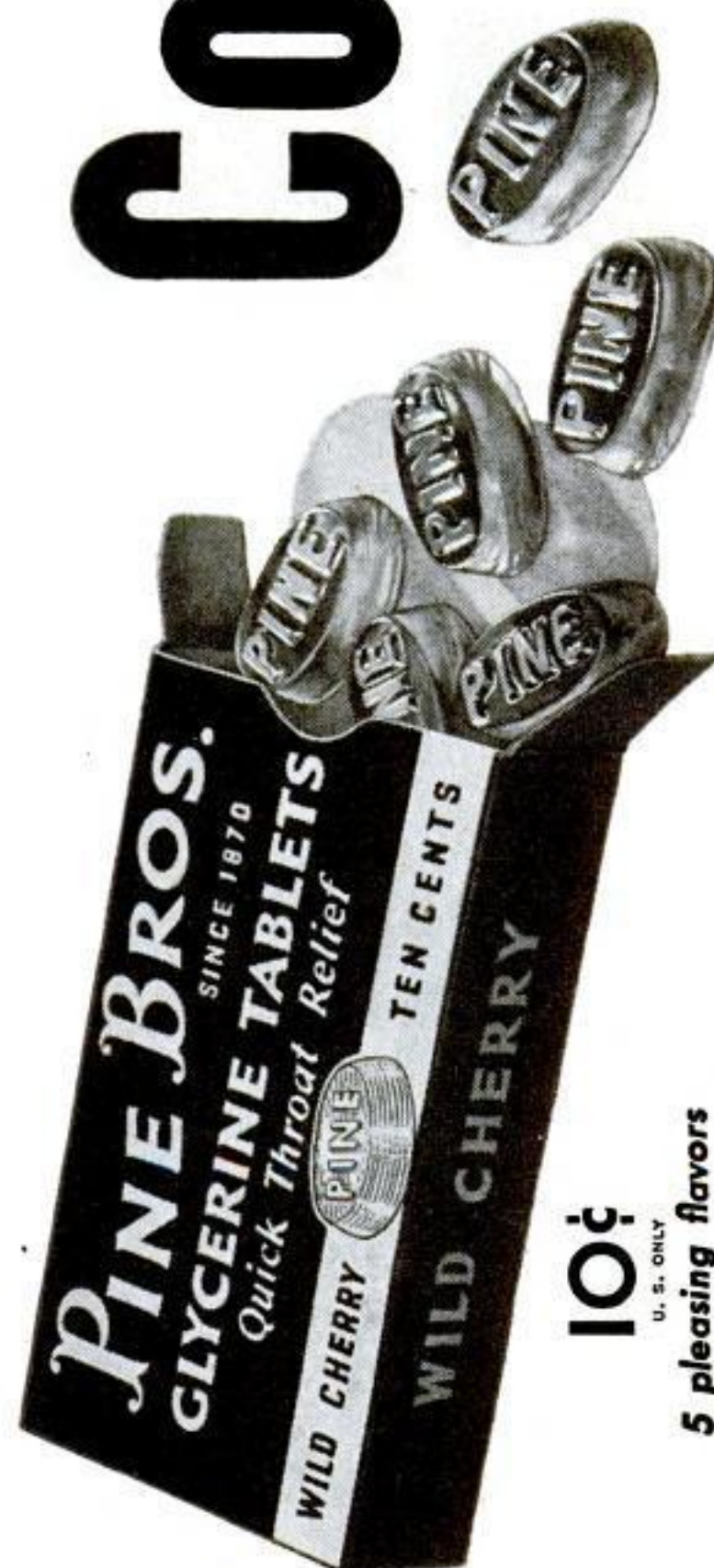
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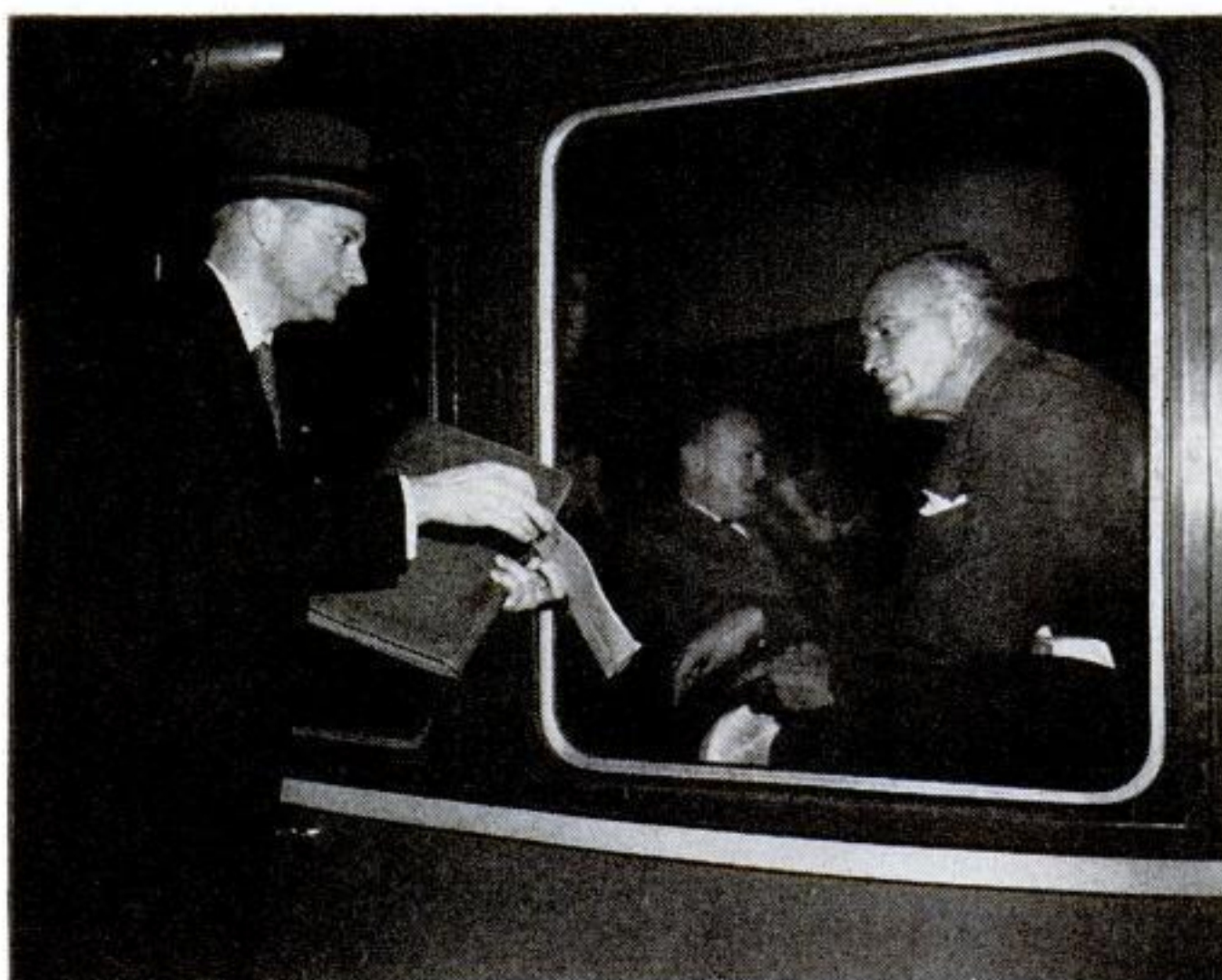
TESTING BED in Waldorf-Astoria, Hilton finds it adequately springy. He plans no immediate major changes in Waldorf's furnishings, staff and cuisine.

HILTON CONTINUED

stop in his operations. His exceptional vitality seems to grow more rather than less marked with the years. The day he bought the Waldorf, for example, afforded a typical schedule. After dancing till 3 the night before, Hilton had orange juice and coffee at 8, dictated from 9 till 11 and then had a two-hour conference to close the deal. He lunched at the Plaza, walked down Fifth Avenue to St. Patrick's Cathedral where he stopped in to say a prayer of thanksgiving, and then proceeded to the Roosevelt, making a detour to Park Avenue to glance at his new property. Hilton had cocktails with his executive vice president, Robert Williford, an ex-key clerk, and then dined at the Plaza Palm Court with Betty Betz, teen-age columnist for King Features Syndicate, with whom he later went dancing—at El Morocco.

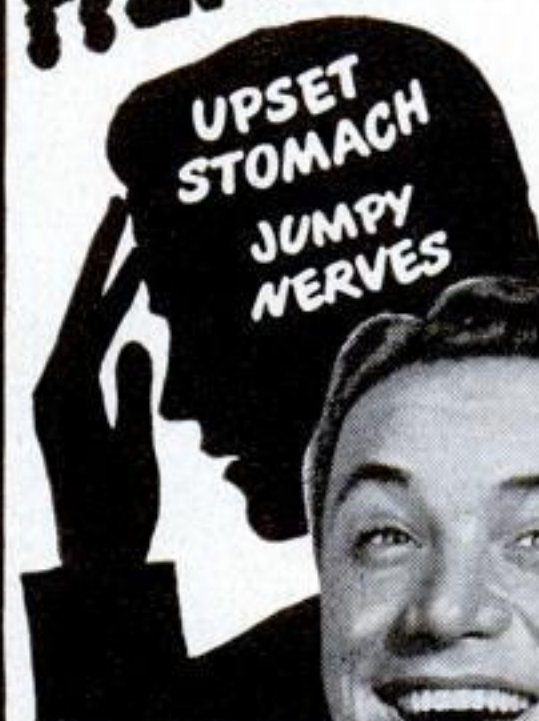
The Waldorf deal had been in Hilton's mind a long time when, walking past this impressive pile one day last September, the notion occurred to him that the moment had come to consummate it. Hilton's notion was partly a flash of intuition and partly a reasoned estimate of the circumstances. New York hotel profits are always lowest at the end of summer, which is their slowest season, and Hilton, who had years ago made a small killing by buying Waldorf bonds at 4½ just before the war boom and selling them at 70 later, knew that stockholders representing 70% of the ownership were at least partially minded to sell. Going back to the president's suite at the Roosevelt, Hilton wrote a personal check for \$150,000 and a letter offering \$3 million for this 70% of Waldorf stock, if the offer were accepted within two weeks. On Sept. 29 he took the letter to the office of the representatives of the stockholders in question. Four days later his offer was accepted.

CONTINUED ON PAGE 28



DOING BUSINESS despite handicap of soundproof window, Hilton peers at telegram held by his vice president, Joseph Binns, just after Waldorf deal.

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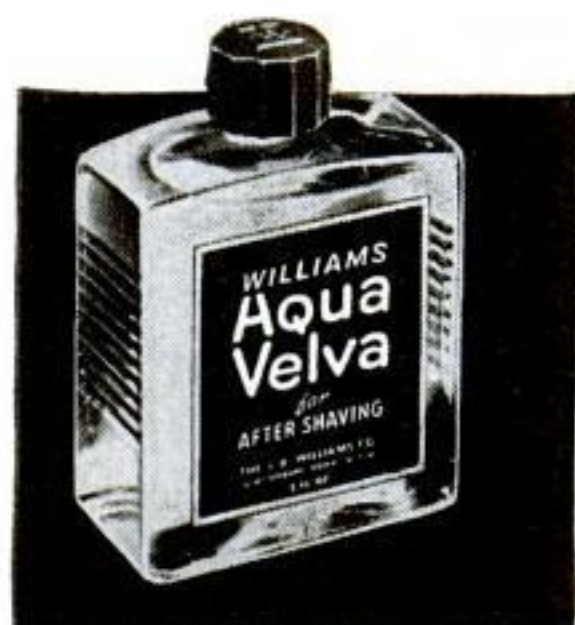
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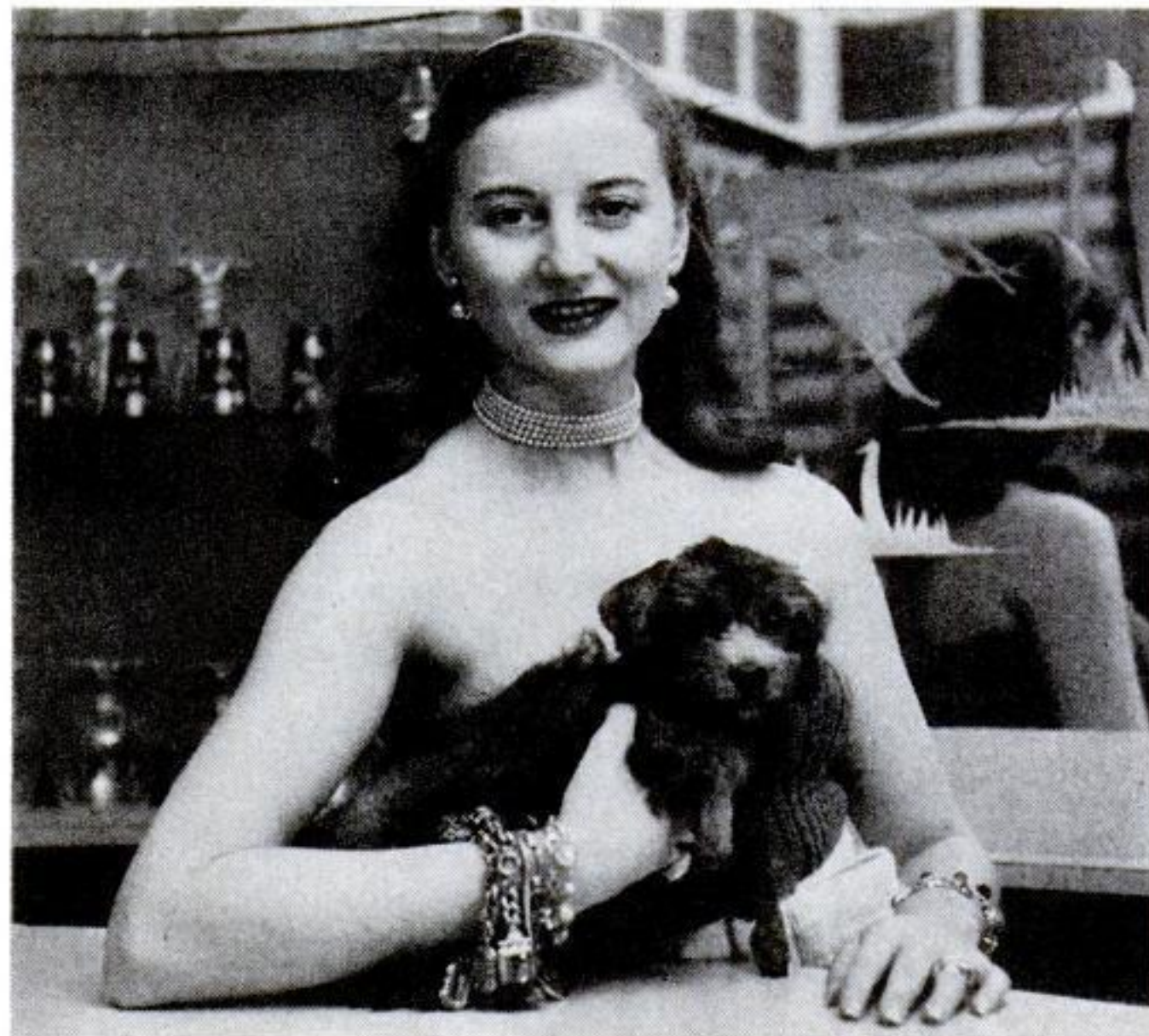
HILTON CONTINUED

In initiating the deal without consulting his directors, Hilton was proceeding characteristically. He reasoned that if the corporation rejected the deal, he would buy the hotel up separately on his own account but also suspected that it would be much more attractive as a *fait accompli* than a mere project. As Hilton had anticipated, the board approved the deal to the extent of putting up \$1,826,364 of the necessary \$3 million. Hilton then put himself down for a private stake of \$249,996 and began rounding up other individual backers by telephone. Next to Hilton, the most important stockholder in the Hilton Hotel Corporation is Colonel Henry Crown, builder of the \$15-million Material Service Corporation, who had helped him swing the Palmer House deal. Crown, with Grain Tycoon James Norris and Charles Deere Wyman, president of the 100-year-old Deere Plow Company and brother of New York theatrical Producer Dwight Deere Wyman, had just invested heavily in the Chicago, Rock Island & Pacific Railroad Co. Nonetheless he had plenty left over with which to match Hilton's own interest and also brought Wyman in for a smaller chunk. The remainder of the necessary cash was put up by oldtime Hilton associates, notably Robert Williford, Joseph Binns, the Hilton Corporation vice president who now runs the Waldorf, and J. B. Herndon, a former storeroom assistant who is now the corporation's treasurer. Before the date set for the expiration of his option, Hilton had offers of one million dollars more than he needed.

He outruns his biographers

LIKE the Mayflower, the Waldorf will be run not by the Hilton Corporation but by a separate corporation with its own directorate. What this company got for its \$3 million was not a title to the hotel itself nor to the ground on which it is built, both of which are owned by the New York Central Railroad, whose tracks run underneath it. It was rather 250,000 shares of common stock in the company that operates the Waldorf, and which leases it from the railroad for \$1.6 million per year. This was nevertheless a considerable bargain. The operating company was originally capitalized at \$11 million when its bonds were first offered to the public—two weeks before the crash, and almost exactly 20 years before the Hilton purchase, on Oct. 9, 1929.

Two weeks after closing his deal, Hilton held a meeting to install the new directorate. The next day he set off for Chicago, leaving friends and associates to tie up any loose ends that might be encountered. Two of these were turned up immediately. One was the title of a Hilton biography, scheduled for November publication by Duell, Sloan and Pearce, which needed a new last chapter and a new title to replace *The Man Who Bought the Plaza*. The other was the matter of his dancing partner's poodle puppy. On investigation it developed that the little creature was too young to be taken away from its mother and also that the pet shop had another little poodle, apricot instead of pearl gray but just as attractive. The question that therefore arose was whether, by the time both poodle puppies were big enough to depart from the shop, Hilton might not acquire another property after which to name the second one.



SOCIALITE DANCING PARTNER Martha Cuneo poses with her poodle, Waldorf. Waldorf could enter the Waldorf but not its bars or its restaurants.



EXPERIENCE COUNTS. With practiced hand, Sergeant First Class George W. Fussell demonstrates the lightweight and portable 57-mm. recoilless rifle to men of weapons platoon, Company D of the 3rd Infantry Division's 15th Regiment.

Fussell is a veteran with six years' service, holds a Reserve commission as second lieutenant . . . has taken examinations for Warrant Officer status. As did many veterans, Fussell saw service in both Europe and the Far East.



TEAM PRACTICE. Infantry tactics are flexible and fast-moving, depend on split-second timing, communications. Fussell leads men of his unit through weapons support problem with topographic map. Troops re-enact problem in field later.



EXECUTIVE AT WORK. Fussell is responsible for training of men under him; frequently checks on their advancement status. Under career plan, progress in Army depends on individual skill and performance, as well as seniority.



TASTES GOOD! Army chow is better than ever before and nutritionally correct. Lunch offers Fussell and others time to relax, talk Army shop. In such discussions, soldiers rank Army job security and free retirement plan as prime advantages.



LEADERSHIP. Fussell and company commander, Capt. J. H. Campbell, consult training schedule for changes. At weekly meeting of platoon officers and noncoms, administrative problems are solved, special duties assigned.

CAREER SOLDIER George W. Fussell; At work and play, he gets more out of life in the Regular Army!

GOOD SHOT! A hard, fast game of volleyball after daily calisthenics gives Fussell and his buddies chance to let off steam—keeps them in top trim. Athletic facilities are plentiful at Ft. Benning; sports competition between units, keen.



MAY I CUT IN? Fussell and fellow-noncoms enjoy off-duty fun at NCO Clubs, post movies, dances. There's always something doing, many opportunities for companionship. Low-cost recreation, plus Army's free food, clothing, quarters, medical care, means a good life at savings in pay.



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a softie ... always
kissin' girls!"

"And it's my girl
he's kissin'!"

TAFT AND OHIO

"Mr. Republican" fights for himself and his party

With the defeat on Nov. 8 of John Foster Dulles and scores of lesser Republicans throughout the land, the morale of the G.O.P. sank to a dismal low. There were few members of the Republican high command who could look forward to 1950 and 1952 without gnawing their knuckles.

The man who had most cause to be scared was Senator Robert Alphonso Taft of Ohio, "Mr. Republican," who has been nominated as the prime candidate for extinction by the Administration, by organized labor and by the internationalists. Even the usually Republican farmers have to be won back to the party. But Taft is not scared. The Democratic deluge has come and gone, and there he stands. He has already drawn his chalk line and begun serious road work for the 1950 fight. If anyone takes Taft's Senate seat next year, he will have to lick a tough man to get it.

As fall turns into winter in Ohio, Taft is in the midst of a

100-day campaign which he began on Sept. 4—a full 14 months before the state goes to the polls. For the first time since 1938 he is swinging through every one of the 88 counties in the state, repairing his fences with the thoroughness that has long been characteristic of him and with a charm that has not. In the farmlands along the Indiana border, in the big industrial cities of the north and the river towns of the south, Taft faces a complete cross section of voters. Ohio is the U.S. in miniature—because its people are so diverse in occupation and background, their ballots check and balance each other like the ballots of the nation as a whole. In every election since 1896, with only one exception (1944), the presidential vote in Ohio has paralleled the nationwide vote. What Taft is doing now, because of Ohio's status as a testing ground and because Taft is the front runner in the race for the G.O.P.'s presidential nomination in 1952, will affect the whole future of the Republican party.



IN THE OHIO COUNTRYSIDE near Lucas, Senator Taft thinks over his big problem—how to win back the all-important farm vote that has gone over to the

Democrats. The defection of the farmers, previously loyal to the G.O.P., was the decisive factor in the Republican defeat last year and may be again in 1952.

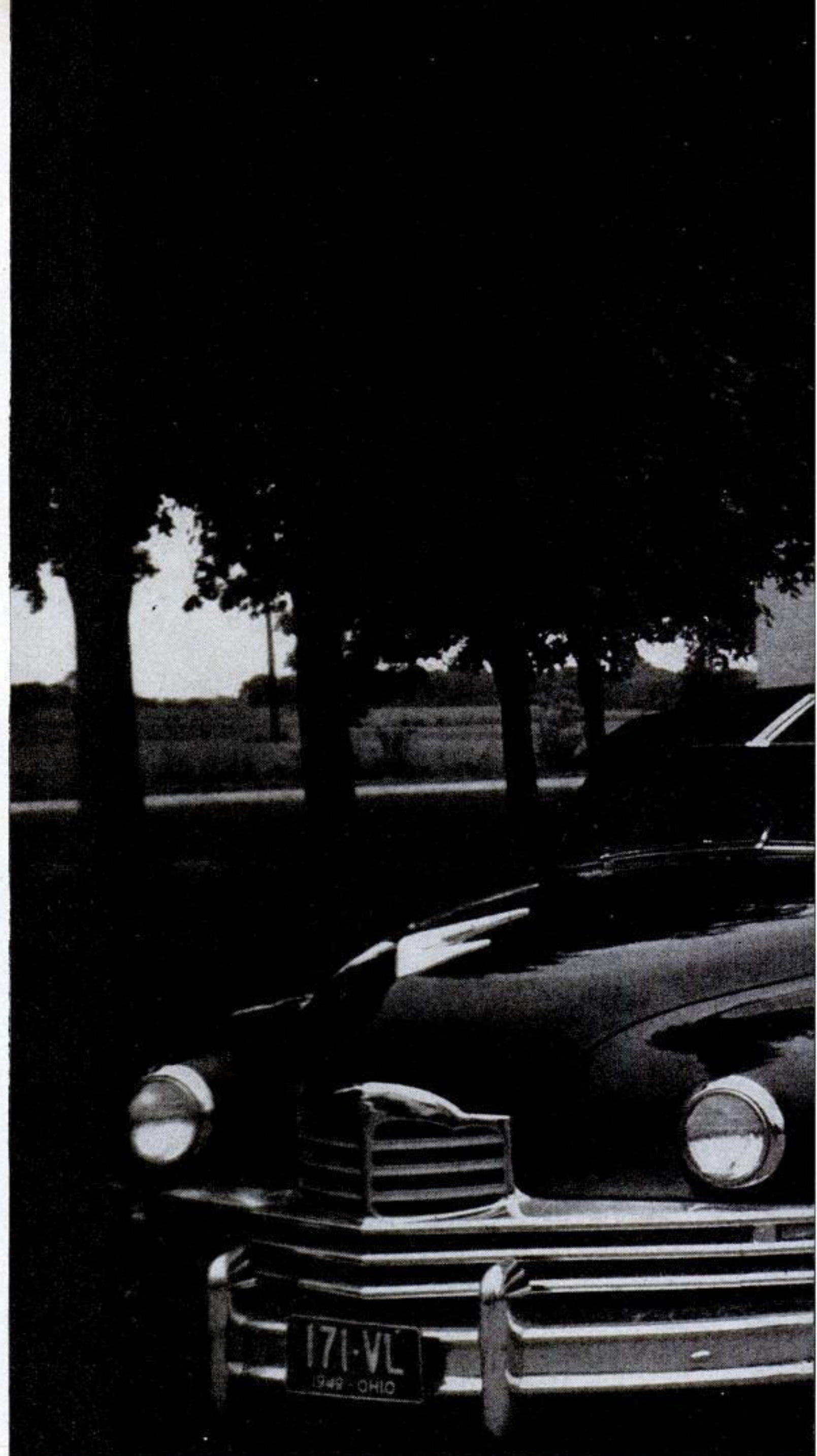
TAFT AND OHIO CONTINUED

HE MUST CONVINCE FRIENDS AND FOES

Taft's problem is to convince many people of many things. Governor Frank Lausche (*below*), Taft's strongest potential opponent, has already become convinced that it would not be wise to run against him. ("This country needs a man like Taft," was the way Democrat Lausche put it.) But Taft must also convince supporters, like Businessman Louis Hildreth (*below, right*), that it is not enough to vote for him—they must also work for him. His biggest task is to convince the farmers to come back to the G.O.P. But because the farmers have made money under the Democratic administration they are not screaming for a change. Thousands of them, including William Joslin (*right*), are registered Republicans. But the best they can say for Taft so far is, "I may not vote against him."



GOVERNOR FRANK LAUSCHE, who is a popular Democrat, announced last week, "to put conjecture at rest," that he would not run against Senator Taft.

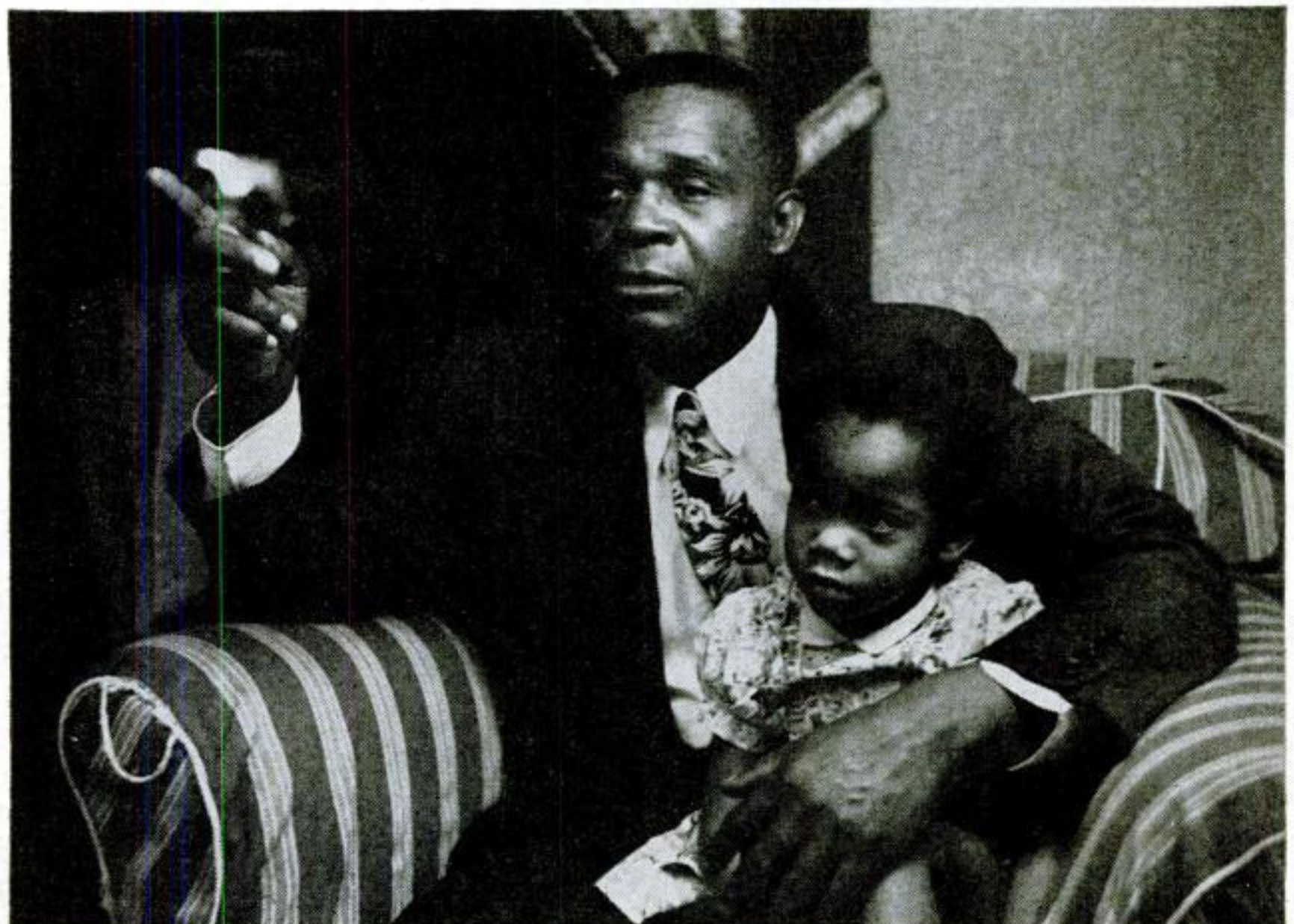


BUSINESSMAN Louis Hildreth of Columbus has "always been interested in Senator Taft." He now feels so strongly that he is doing campaign work for him.



FARMER William Joslin, Shelby County, is doing well under the Democrats ("That's my son's Packard—I have the deluxe model"). Therefore he doesn't see any immediate reason for change.

PRO- AND ANTI-TAFT VOTERS (below), marshaled by one of his supporters, wait outside the Wapakoneta courthouse.



UNION MAN Fred Dillard, vice president of the Political Action Committee of his Youngstown steelworkers' local, is resolutely opposed to Senator Taft, has no intention of changing his opinion.



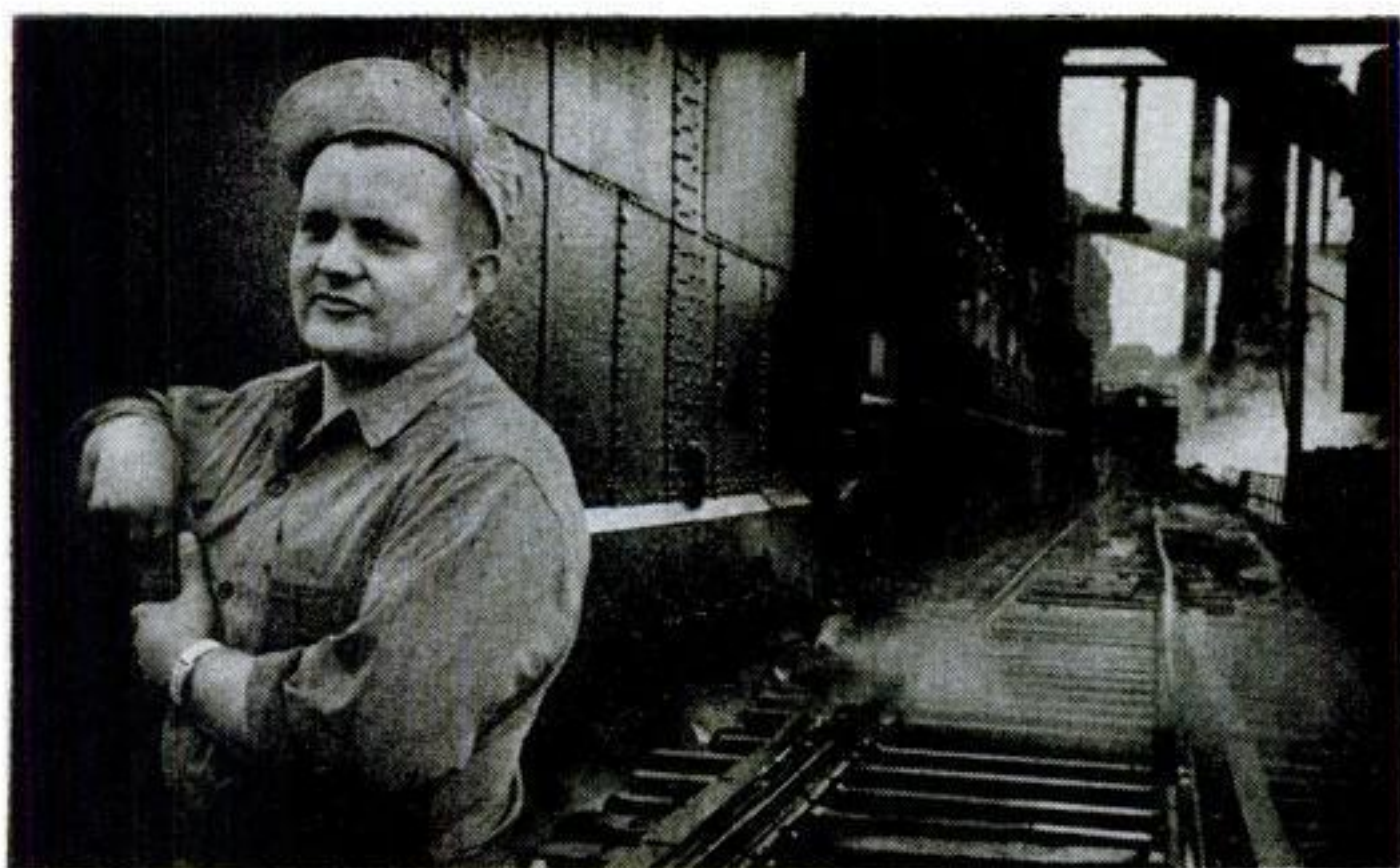
← **RAIL WORKER** Joseph Hunter, longtime Republican, is switchman on line that serves Bessemer converters at Youngstown. He has three-word opinion of Taft, "I don't know."

REFINERY MEN in a truck at Sohio Plant No. 1 in Cleveland are of Slovak, Dutch, Scottish, Syrian, German, Polish, English, Russian, Greek, Hungarian, Irish, Czech and Italian descent. They typify northern Ohio's melting pot, and most of them are against Senator Taft.

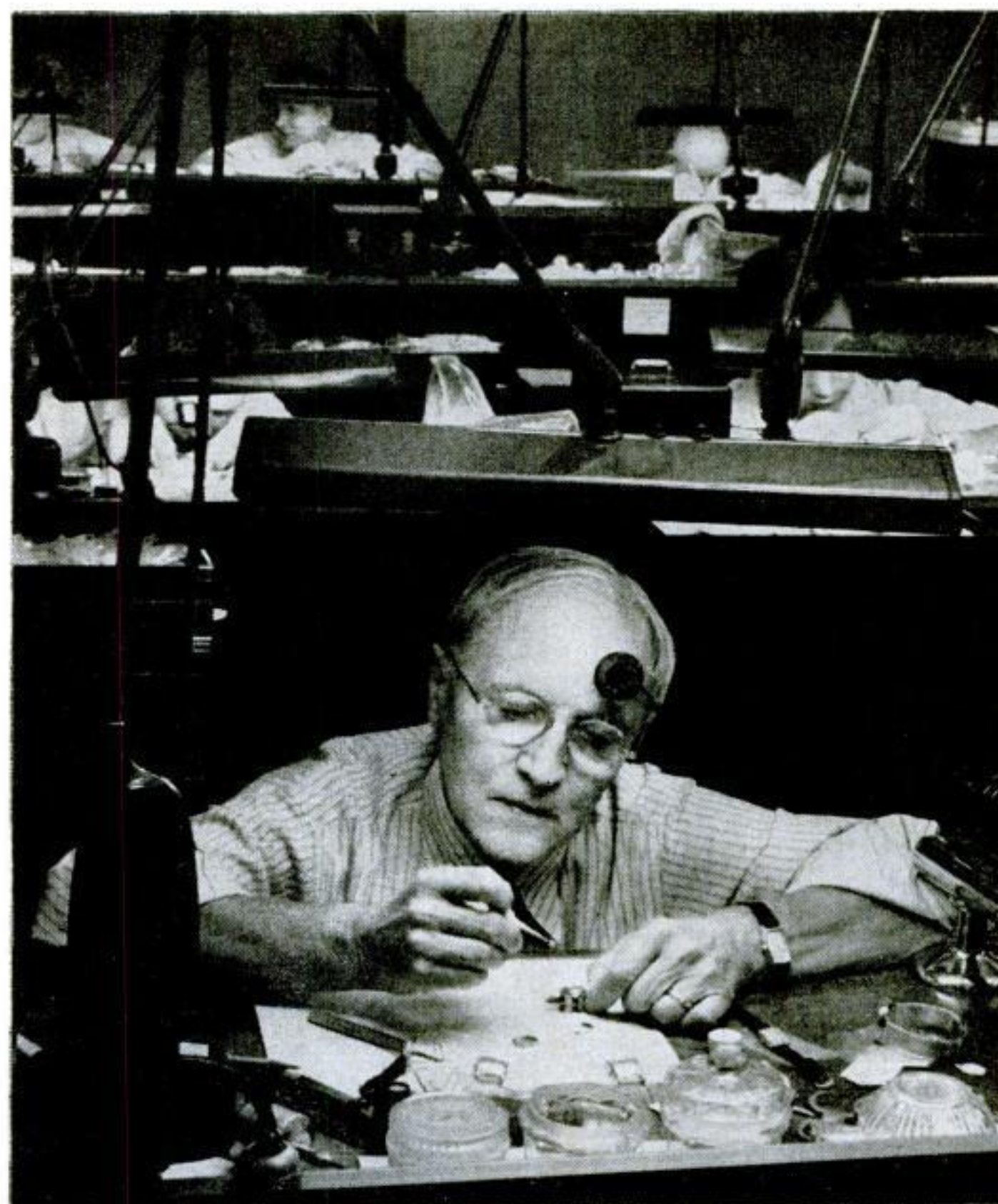


LABOR OPPOSITION IS FAR FROM SOLID

When the Taft-Hartley Act was passed, labor leaders all over the country swore they would defeat Taft when he ran again. But these threats have not yet hurt Taft and have helped him by making him an underdog—even in the eyes of many union men. Seizing the role, Taft dwells on "the millions that will be spent to defeat me" and asks, "Do you want officials like Petrillo to tell you how to vote?" Thus far none of the workers in the steel mills and the rubber and glass factories has thrown any rocks at Taft when he stood up to speak.



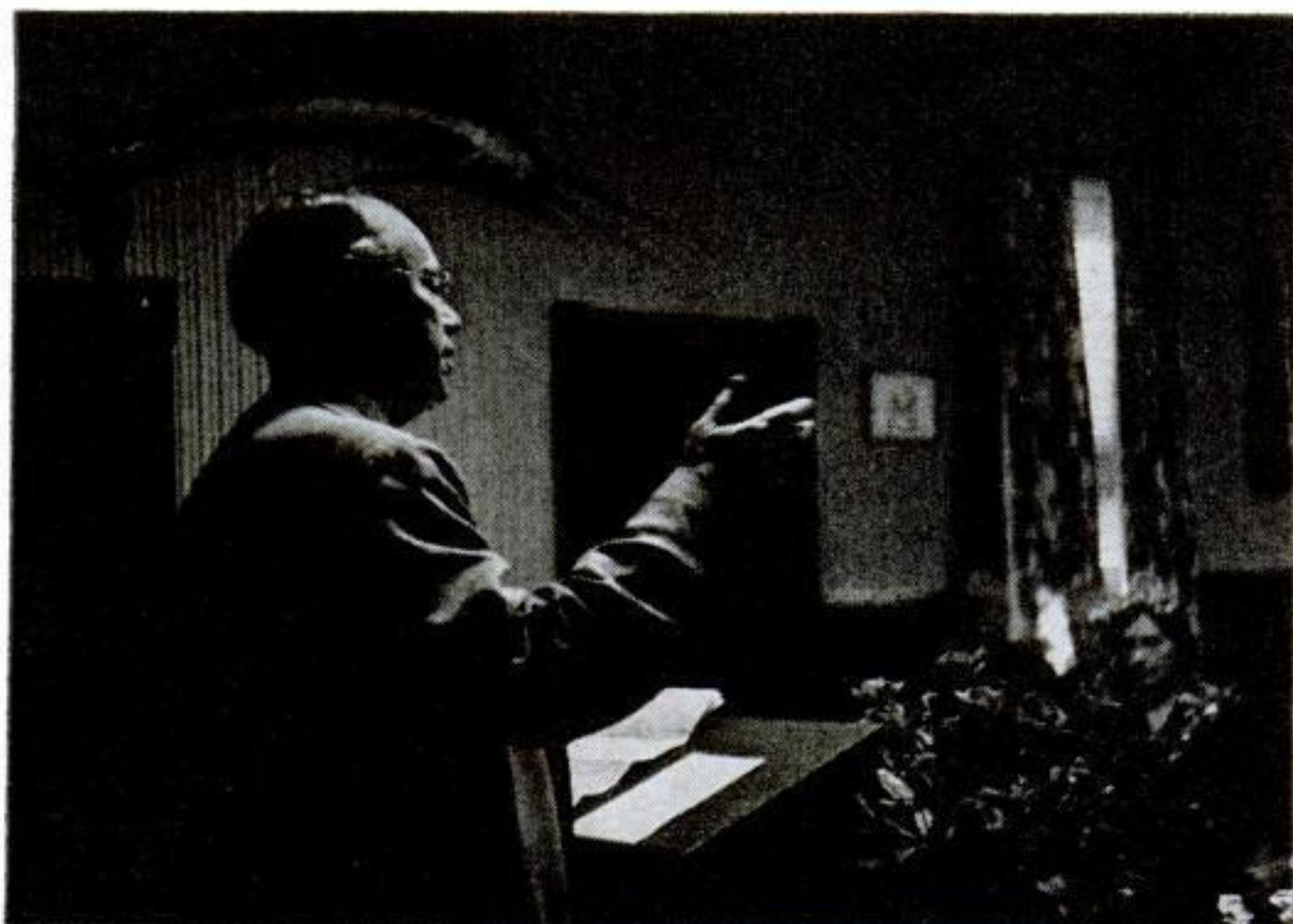
FOREMAN Mike Modny at Republic Steel's coke ovens in Cleveland is another independent. Modny was once a Democrat and C.I.O. man, is now neither.



SKILLED WORKER Ernest Assman, of the Gruen Watch Company in Cincinnati, will vote for Taft. So will many others in the higher-paid ranks of labor.

TAFT AND OHIO CONTINUED

HE STOPS TO GET ONE VOTE—OR 500



IN SIDNEY Taft talks to a Republican audience. They found that he had become a more approachable man than in the past—"a lot less like a schoolteacher."



IN LIMA (left) he speaks to a gathering of service clubs. Taft workers, keeping ahead of him, sold all tickets to this dinner two weeks before he arrived.

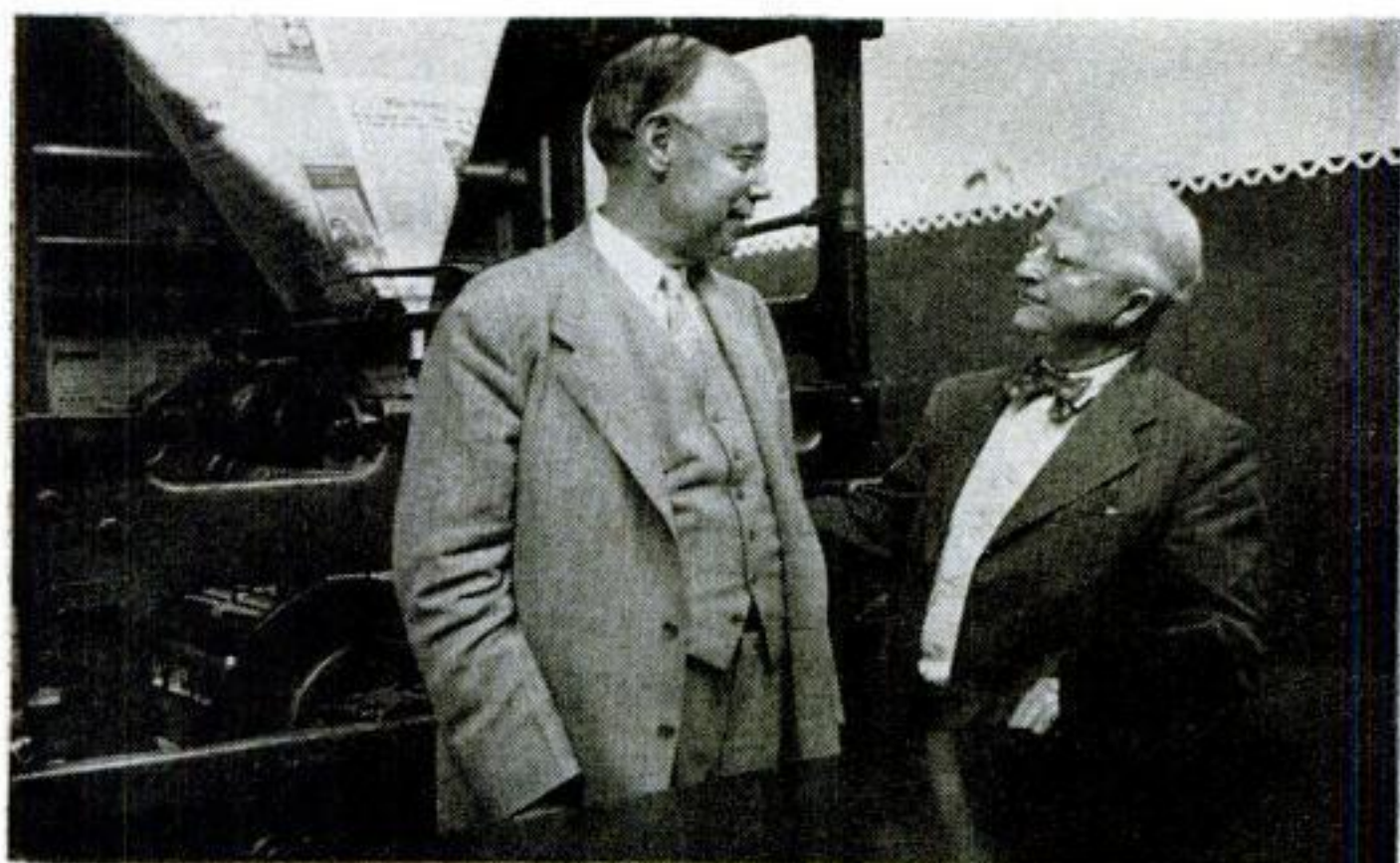
TIRELESS TAFT walks (right) down the stairs of Sidney hotel at 7:30 a.m. In next 90 minutes he ate breakfast, toured a factory, talked to the workers.



TAFT LENDS AN EAR to local political gossip in Lima, where he and his wife stood in a receiving line patiently pumping hands and greeting voters for an hour.



HIGH-SCHOOL EDITORS in Piqua, too young to vote but worth cultivating, get an earnest (and flattering) discussion of current events from the candidate.



GROWNUP EDITOR Ernest Amos of the *Sidney News*, a staunch Democrat, will recall Taft's friendliness, may not come out strongly against him next year.



IN WAPAKONETA, seat of Auglaize County, Taft takes over a courtroom to make a speech. Here as elsewhere, many interested Democrats listened to him.



THE SENATOR ROLLS ACROSS OHIO AT THE WHEEL OF HIS PLYMOUTH

TAFT'S TACTICS AND ARGUMENTS

The 100 days of Robert Alphonso Taft will soon come to an end, and he will have welded 88 little campaigns—one for each of Ohio's counties—into a single big one. All of the little campaigns are similar, varying only in the weight Taft gives to farm problems, labor problems or foreign affairs to suit his audience of the day.

When Taft enters a county, he talks to the chairman of the local Republican organization about party policy, postmasterships and other appointments, being well aware that junior is more interested in the lollypops daddy brings home than he is in the fact that daddy had a big day at the office. The county Republican organizations are solidly behind Taft and have been since he was first elected senator in 1938.

Taft also visits the editor of the local newspaper—almost all of Ohio's press is behind him. He chats easily with the editors, gives them a chance to pick up tidbits from Washington and in the process flatters them to a blush. Robert Barton, managing editor of the *Lima News*, emerged from his meeting with Taft in a rosy mood. "He hasn't stopped in here since 1938," said Barton, "and as far as his personality goes, it sure has changed—for the better."

So friendly are the editors to Taft that 185 weekly, semiweekly and daily Ohio newspapers are now printing—free of charge—a "Washington Report" column written in Taft's Washington office.

If there is a local "Taft for Senator" club—independent of the regular party organization—Taft is sure to spend some time with its chairman. Thus far Taft workers have started many such clubs, of which several have enlisted more than 1,000 members.

Having visited the big men in each county, Taft goes to the voters. He speaks without effort, draws crowds of 150 to 2,000. His constant theme, which he plugs even though the interests of a specialized audience would seem to demand otherwise, is this: "The issue is a matter of philosophy of government. The issue is between liberty and free government versus a totalitarian form which has reached its extreme in Soviet Russia." Often he quotes the sentence attributed to Jefferson, "That government is best which governs least." Most of his speeches are devoted to domestic issues.

After each speech Taft waits for questions, often seems disappointed when they are innocuous. "Now, how about some hot ones?" he asks. When he gets them, he meticulously spells out his stand.

Instead of writing off the labor vote, Taft storms through industrial districts with zest, pounding away at the idea that the Taft-Hartley law has not injured individual workers. "The only people who are against it," he says, "are the labor bosses—because it limits their power."

In his bid for the all-important farm vote—which Taft realizes will swing the balance in 1950 just as it did in 1948—he repeatedly acknowledges that "there must be price supports, ranging from 60% to 90% of parity. But continued high supports are impossible. Who will pay the taxes? You will."

In his 100 days Taft is making great headway—and he will make more when he repeats his tour next year. The Democrat who will oppose him (since the withdrawal of Governor Lausche, the field may include Mayor Thomas Burke of Cleveland, Murray Lincoln of the Ohio Farm Bureau Federation, and State Auditor Joseph Ferguson) will have an enormous battle. However Taft has expressed little concern over who will oppose him in 1950—or later. What bothers him is a painful memory. "I don't like," he says, "to look too good too early."

DIARY

Dear Diary:
Found out how Dot and Harry
can have friends in so often.
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tops with their friends and
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entertaining—and our budget.

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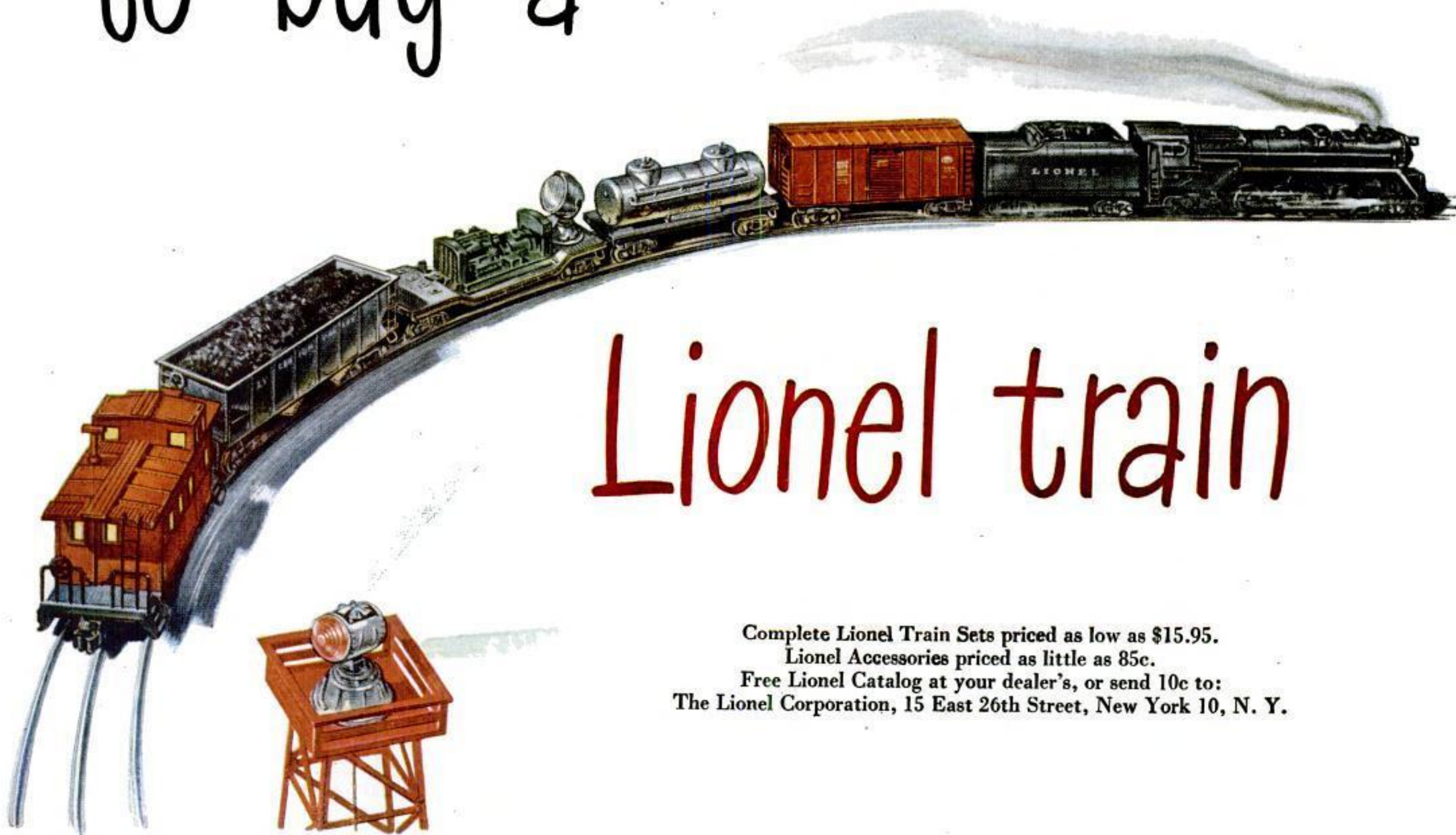
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a son



as an excuse

to buy a



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OLD TAYLOR can help you add new laurels to your holiday hospitality this year. For this smooth, rich bourbon of topmost choice is now available in a distinctively smart holiday gift package. Give OLD TAYLOR proudly because it will be served proudly. Serve it that way yourself too, because its name spells highest quality to those who know fine bourbon. See your dealer and insist on OLD TAYLOR —today.

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KENTUCKY STRAIGHT BOURBON WHISKEY

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BOTTLED IN BOND

Signed, Sealed and Delicious

National Distillers Products Corporation, New York, N. Y.



BAWLING ON A TORCHLIT PLATFORM UNDER A GRINNING POSTER PORTRAIT OF HIMSELF, WILLIE STARK GIVES HIS ENEMIES HELL AS HE APPEALS FOR VOTES

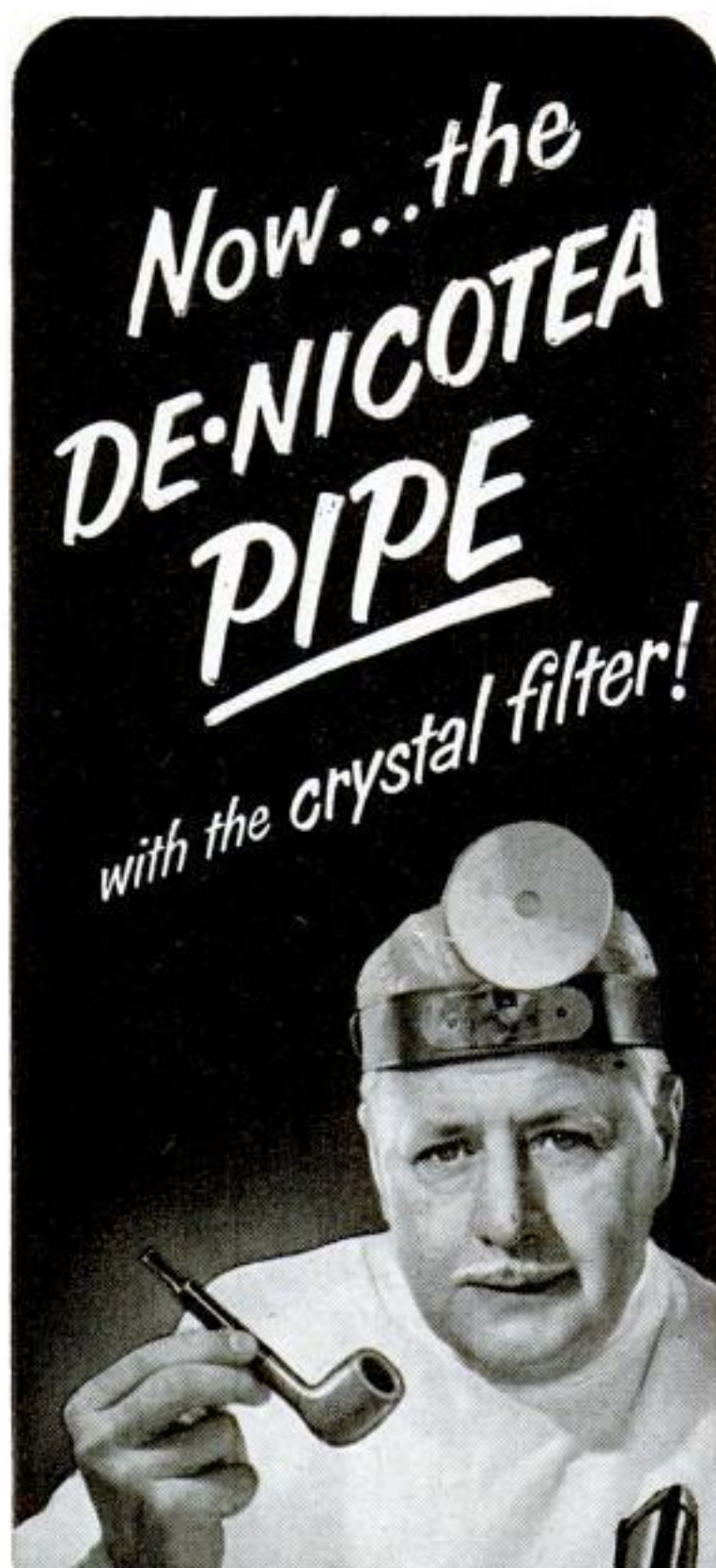
All the King's Men

The prize novel about a demagog makes year's most exciting movie

"My study is the heart of the people," was Willie Stark's favorite saying. He studied it so well that the people plucked him out from the back-country crossroads where he was a smalltime reformer, elected him governor, kept cheering for him while he changed into a power-drunk dictator and might have sent him on to the White House had his career not been stopped by an assassin's bullet.

Willie Stark, whose career was obviously patterned after Huey Long's, was the hero of *All the King's Men*, Robert Penn Warren's 1947 Pulitzer prizewinning novel. He is now the hero of a slashing movie written and directed by Robert Rossen.

The novel saw Willie as a combination of good and evil—corrupt politician and constructive leader. The movie sees little good in him. With frankness rare in Hollywood and with the aid of excellent acting by Broderick Crawford as Willie and Mercedes McCambridge as a tough hanger-on, it rips into the mechanics and morals of politics. The entangled private lives of the principals sometimes get in the way of the action, but generally it keeps going at a pace that makes *All the King's Men* the most exciting film to come out of Hollywood this year. On the following pages Willie Stark's story is told in scenes from the movie and excerpts from the novel.



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The Denicotea Crystal Filter in the pipe stem definitely cuts down nicotine and tars.



Before Use:
Crystal Filter is pure white



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Made in England
Priced at devalued pound sterling
Fine, plum finish briar...\$3.50
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Here at last is Denicotea—the pipe that *really* filters the smoke...makes it milder, cooler, safer! It's the *only* pipe with the famous crystal filter, tested and proved in millions of Denicotea cigarette holders. Order a Denicotea Pipe from your dealer today.



"All the King's Men" CONTINUED CREATORS AND CHARACTERS



WILLIE STARK'S CREATORS, Novelist Warren (right) and Movie Producer-Director-Writer Rossen, go over some points of the story outline. Warren thought the job of translating his book to the screen was highly successful.



WILLIE'S FRIENDS include Jack Burden (center), a reporter (John Ireland); Anne Stanton, a wealthy girl who falls in love with Willie (Joanne Dru); and her brother Adam (right), a brilliant young doctor (Shepperd Strudwick).



WILLIE'S FAMILY, here being urged by Willie to pose for publicity pictures, consists of his unhappy wife Lucy (Ann Seymour) and his embittered son Tom (John Derek), paralyzed in a football game Willie made him play.

NEW! DIFFERENT! A False Teeth Cleanser that Really Cleans!

Coleo, made by Colgate, preferred by 7 out of 10 false-teeth wearers in introductory tests!



Coleo gets plates and bridges so clean that it's a great help in avoiding "false-teeth breath" due to improperly cleaned dentures!

Contains special ingredient that gently fizzes off film in 10 to 15 minutes... no brushing!

Coleo cleanses away mucin (film) and removable surface stains more completely... leaves teeth more sparkling-clean and mouth fresher-tasting. Coleo will not fade dentures, even the new, acrylic plastic plates. Try it now!



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1 Century GRAPHIC \$109.50 (fed. tax incl.) Incl. lens and shutter!



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2 ROLL FILM HOLDER \$19.95 (fed. tax incl.)



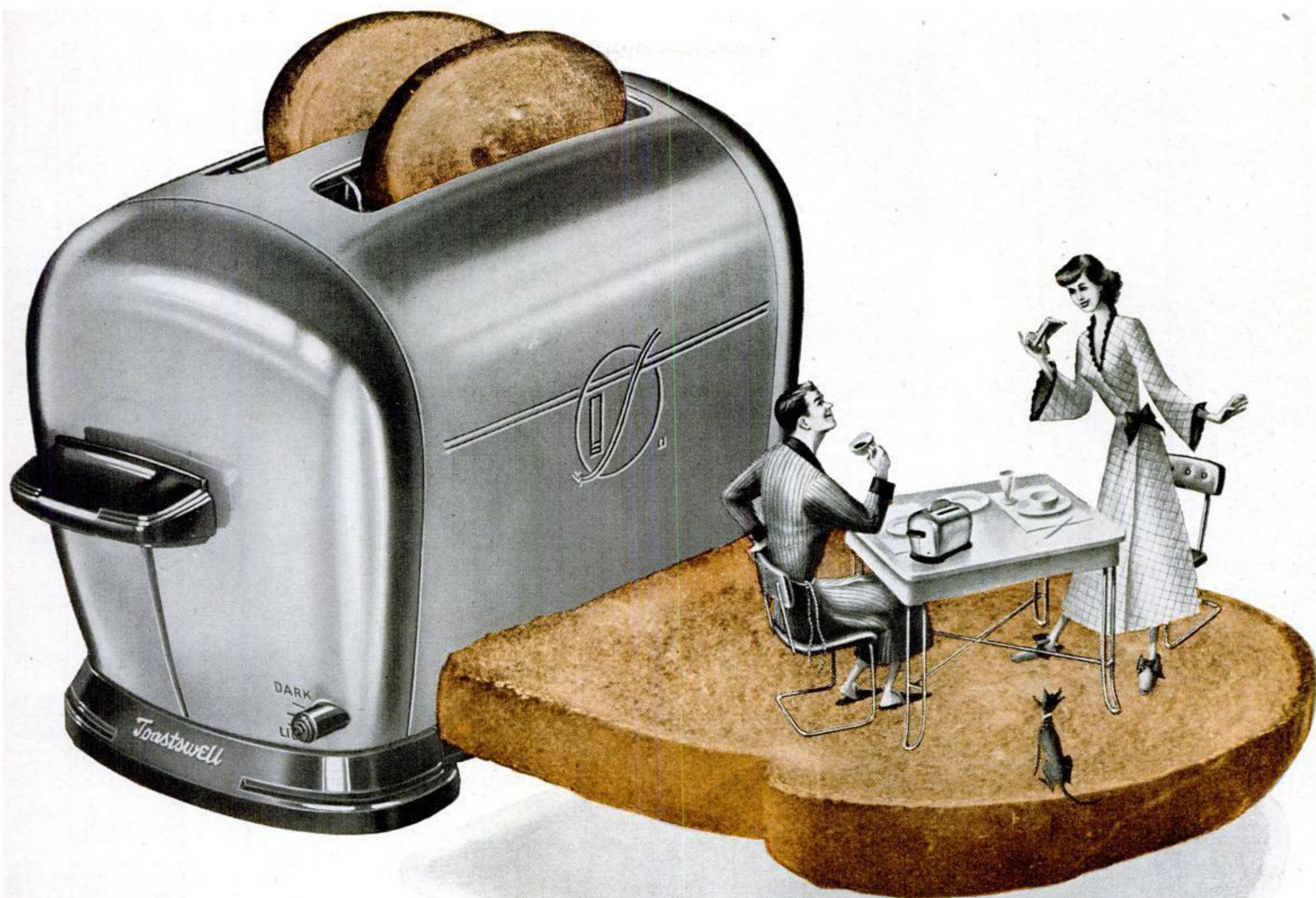
Fully automatic—no ruby windows to look into when film for next shot is in place, roll holder locks! Simple controls! Uses black and white or color film! Positive action! Covered in beautiful genuine Morocco leather. Double-lock safety catch prevents accidental opening where film is held. Available in two popular picture sizes— $2\frac{1}{4} \times 3\frac{3}{4}$ for 8 pictures per roll or $2\frac{1}{4} \times 2\frac{1}{4}$ square for 12 pictures per roll. See your dealer, too, for...

- ★ Super D Graflex with Automatic Diaphragm and new Ektalite Field Lens.
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CONTINUED ON PAGE 114



Happy breakfast!

with mouth-watering **Toastswell** toast

Breakfast grouches vanish when perfectly-tanned toast pops gaily out of your gleaming Toastswell Toaster and that tantalizing aroma wafts across the table . . .

For Christmas, birthday, anniversary (or just to get out of the doghouse) an automatic Toastswell's the most rewarding gift you can give or receive. It looks like a million, but its pricetag says "bargain" . . . you'll beam . . . and every morning you'll be enjoying the tastiest toast that ever tickled your tongue!

P. S.—be sure you get a Toastswell. No other toaster gives you all these features:

"DUALOMATIC" CONTROL—controlled time *plus* controlled heat guarantees perfect toast

UNIFORM "SLOW-MOTION" BROWNING—gradually *travels* the bread to give you streakless-tanned toast

TICKLESS CLOCK—no annoying tick-tock to jangle your nerves

FOOLPROOF COLOR SELECTOR—just the shade you prefer with *one* simple setting

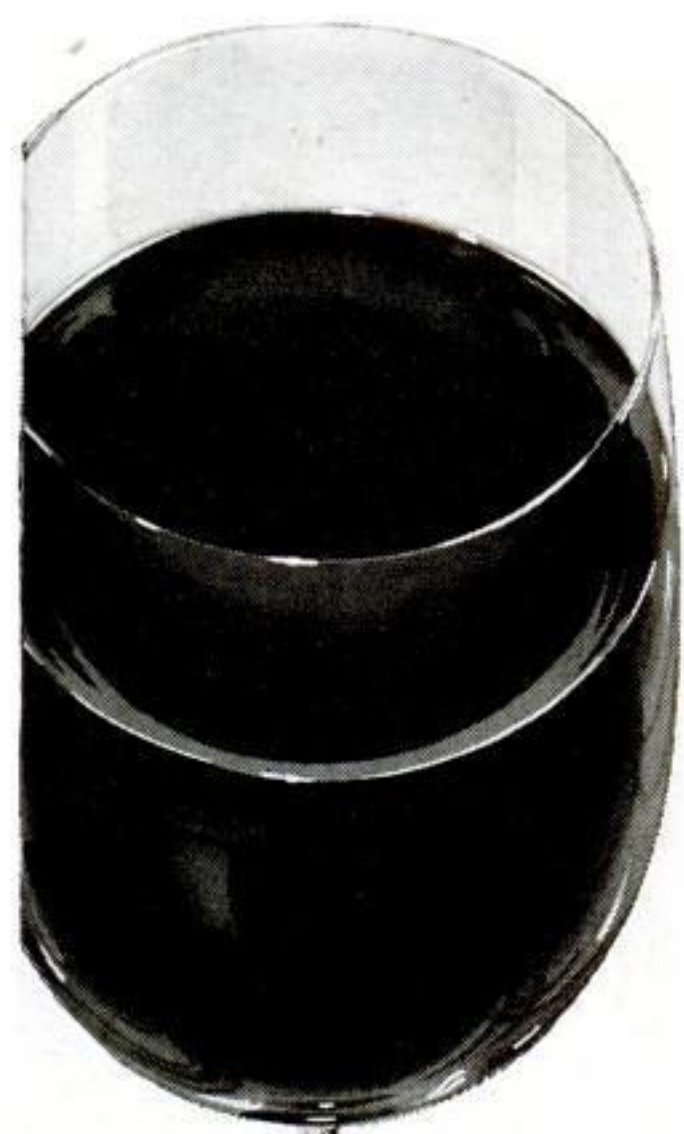
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Adjustable moisture control—reheats, crisps or keeps warm dozens of foods.
Exclusive enclosed, removable heat element. **ONLY \$5.95**

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Toastswell 4-slice toaster — automatic, pop-up
—for parties and large families. \$29.95



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You Taste In Your
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*because the world's
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ROMA WINE
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AMERICA'S LARGEST
SELLING WINE

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"All the King's Men" CONTINUED



SADIE BURKE (MERCEDES McCAMBRIDGE) TELLS WILLIE HE IS A SUCKER

THE AWAKENING OF WILLIE STARK

A sincere but inexperienced young reform candidate for governor, Willie Stark gets a rude lesson in politics from his assistant Sadie. In the novel, quoted below, she comes into the room where Willie and Jack Burden, who tells the story in the first person, are talking. She reveals he is the dupe of crooked politicians who are running him to split the opposition ticket:

She stopped in the middle of the floor and said, "What's up?" . . .
"Nothing," I said, "except Willie here is saying how he's not going to be Governor." . . .

"So you told him," she said, looking at me.

"The hell I did," I said. "I never tell anybody anything. I just listen." . . .

"God damn you!" she blazed at him then, and the glass rattled on the tray as she set it down without looking. "You God-damned sap!"

"All right," Willie said in the same voice, boring in like a boxer when the other fellow begins to swing wild. "What was it?"

"All right," she said, "all right, you sap, you've been framed!"

He looked at her steady for thirty seconds, and there wasn't a sound but the sound of his breathing. I was listening to it.

Then he said, "Framed?"

"And how!" Sadie said, and leaned toward him with what seemed to be a vindictive and triumphant intensity glittering in her eyes and ringing in her voice. "Oh, you decoy, you wooden-headed decoy, you let 'em! Oh, yeah, you let 'em, because you thought you were the little white lamb of God—" and she paused to give him a couple of pitiful derisive baa's, twisting her mouth—"yeah; you thought you were the lamb of God, all right, but you know what you are?"

She waited as though for an answer, but he kept staring at her without a word.

"Well, you're the goat," she said. "You are the sacrificial goat. You are the ram in the bushes. You are a sap. For you let 'em. You didn't even get anything out of it. They'd have paid you to take the rap, but they didn't have to pay a sap like you. Oh, no, you were so full of yourself and hot air and how you are Jesus Christ, that all you wanted was a chance to stand on your hind legs and make a speech. My friends—" she twisted her mouth in a nasty, simpering mimicry—"my friends, what this state needs is a good five-cent cigar. Oh, my God!"

ALL QUOTATIONS ARE FROM "ALL THE KING'S MEN" BY ROBERT PENN WARREN, COPYRIGHT, 1946, BY HARCOURT, BRACE AND COMPANY AND USED BY PERMISSION OF THE PUBLISHERS



DISILLUSIONED WILLIE GETS DRUNK, HAS A HUGE HANGOVER NEXT DAY



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Any man on your list will welcome a pair of Winthrop In-n-Outers . . . the secret to loafin' in luxury. Cushion-cork platform and crepe or leather sole.

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CONTINUED ON PAGE 116

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3-qt.
Covered Saucepan
\$4.45

4½-qt. Dutch Oven
(Cover fits 10-in. Fry Pan)
\$6.45

1-qt. Covered Saucepan
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Saucepan
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6¼-in. Open Fry Pan
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...looks like silver
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...lasts a lifetime!

It's the gift of a lifetime . . . it lasts a lifetime. When you start a set of famous Club Aluminum for some lucky lady—and you can do it for as little as \$1.95—you give her "show-kitchen" beauty, easy cleaning, better cooking results with less time and effort. Here are the reasons:

- Thick, cast aluminum will not dent or warp in ordinary use
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In Club you cook the "waterless way." That's why Club can save fuel costs, keep Full Flavor in foods.

For easy Christmas shopping, happy Christmas giving, see Club Aluminum at hardware, furniture, department stores and other dealers. 20 pieces to select from . . . many types, many sizes, all with that handsome, hammered finish. And—cheerful note—they sell at just about half their original prices. Club Aluminum Products Co., Chicago 14, Illinois.

Also makers of Club Glass Coffee Makers
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SPECIAL Christmas SET—
SPECIAL Christmas PRICE—

\$19⁸⁸

These six Club pieces, which add up to \$22.50 when priced individually, can be purchased as a special Christmas Set for only \$19.88. A magnificent gift for a favorite homemaker on your list.



CLUB ALUMINUM HAMMERCRAFT WATERLESS COOKWARE

Tune in "Club Time," ABC network, Tuesday mornings, and hear favorite hymns of famous people

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Kellys and Emersons for dinner

 tonight. Fish 

of course — and what??? Ah!

Sauterne Wine  served cold!

Remember how good fish
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Um-m-m! And how little it
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**DU PONT NYLON
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Clean, bright teeth... sparkle in your smile... they can be yours with the help of a long-lasting Du Pont toothbrush. Their Du Pont nylon bristles stay clean, fresh and resilient, never go limp! And they last and last! Choose from four distinctive styles with gleaming "Lucite" or nylon plastic handles. Next time you need a toothbrush—try one of these new Du Pont brushes. Be sure to look for the words NYLON BRISTLES on brush or package.

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● Tune in Du Pont "CAVALCADE OF AMERICA"—Tuesday nights—NBC—coast to coast

NEW!

All-Du Pont nylon toothbrush—nylon bristles, handsome nylon handle

NEW!

Nylon-bristled toothbrush with handle of sparkling Du Pont "Lucite"



"All the King's Men" CONTINUED



AS WILLIE TELLS AUDIENCE WHAT A FOOL HE WAS AND WHAT CROOKS

WILLIE'S FIRST BIG SPEECH

Dispirited by Sadie's revelations, Willie staggers out to the fairground to speak. Instead of his prepared election speech, he bursts into a fierce confession of his gullibility, which is the turning point of his political career:

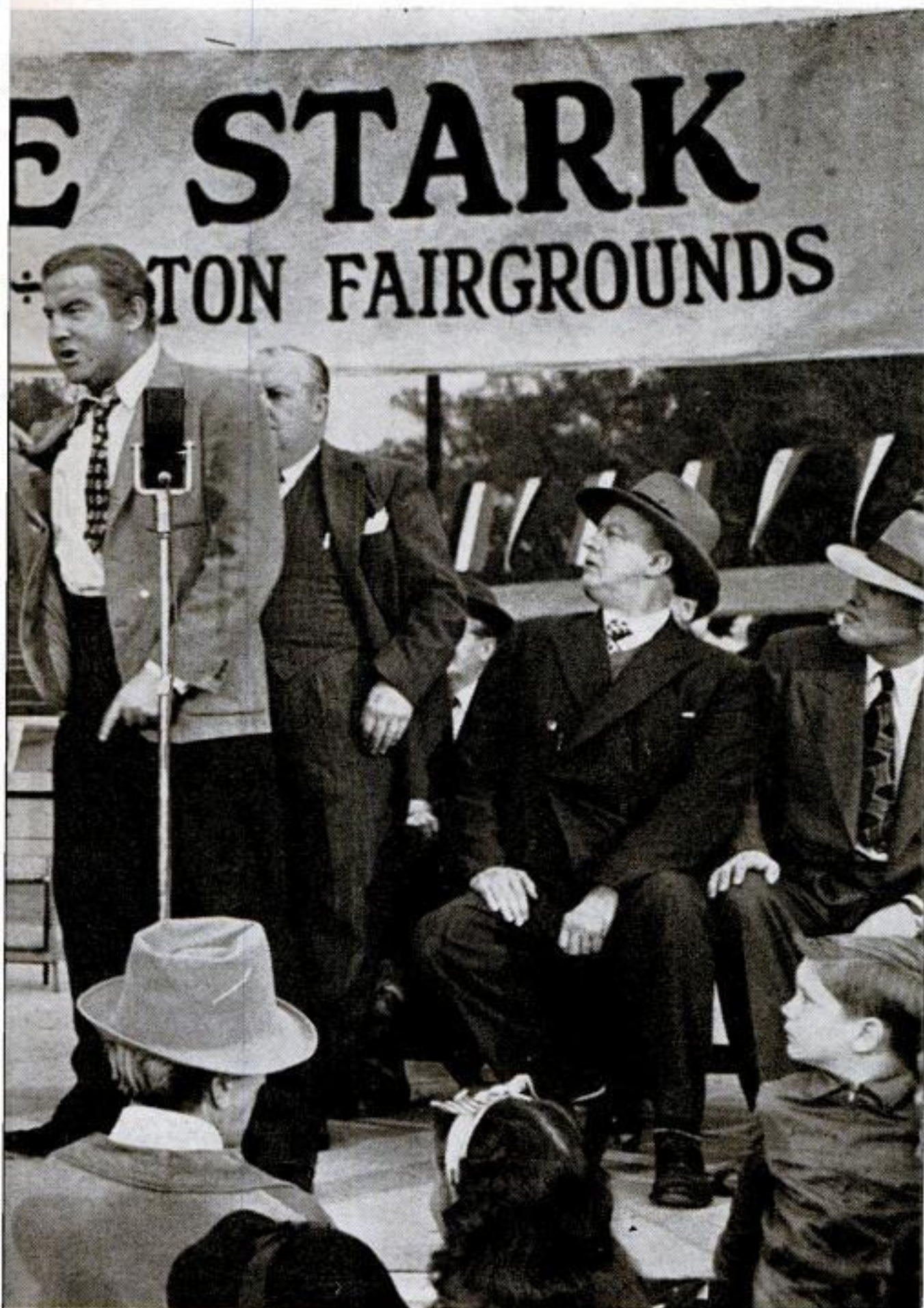
"It's a funny story," he said. "Get ready to laugh. Get ready to bust your sides for it is sure a funny story. It's about a hick. It's about a red-neck, like you all, if you please. Yeah, like you. He grew up like any other mother's son on the dirt roads and gully washes of a north-state farm. He knew all about being a hick. He knew what it was to get up before day and get cow dung between his toes and feed and slop and milk before breakfast so he could set off by sunup to walk six miles to a one-room, slab-sided schoolhouse. He knew what it was to pay high taxes for that windy shack of a schoolhouse and those gully-washed red-clay roads to walk over. . . .

"Oh, he knew what it was to be a hick, summer and winter. He figured if he wanted to do anything he had to do it himself. So he sat up nights and studied books and studied law so maybe he could do something about changing things. He didn't study that law in any man's school or college. He studied it nights after a hard day's work in the field. So he could change things some. For himself and for folks like him. I am not lying to you. He didn't start out thinking about all the other hicks and how he was going to do wonderful things for them. He started out thinking of number one, but something came to him on the way. How he could not do something for himself and not for other folks or for himself without the help of other folks. It was going to be all together or none. That came to him.

"And it came to him with the powerful force of God's own lightning on a tragic time back in his own home country two years ago when the first brick schoolhouse ever built in his county collapsed because it was built of politics-rotten brick. . . . Next time would be different.

"People were his friends because he had fought that rotten brick. And some of the public leaders down in the city knew that and they rode up to his pappy's place in a big fine car and said how they wanted him to run for governor." . . . [He turns to the politicians, approaching microphone in picture above.]

"There!" Willie roared. "There! There is the Judas Iscariot, the lickspittle, the nose-wiper!"



POLITICIANS ARE, A POLITICIAN TRIES TO PULL HIM FROM MICROPHONE

"WE WANT WILLIE!"

Learning the ways of a demagog, Willie Stark is elected governor, is soon mixed up in crooked deals. When some legislators make an attempt to impeach him, he calls on his supporters from all over the state to help him:

The streets leading to the Capitol were full of people. . . . Before noon on the fifth of April there were a lot more wool-hats and red-necks and Mother Hubbards and crepe-de-Chine dresses with red-clay dust about the uneven bottom hem, and a lot of clothes and faces which weren't cocklebur and crossroads, but county-seat and filling-station. . . .

The crowd began chanting, "Willie, Willie! We want Willie!" . . . I [Jack Burden] wondered if the sound carried into the Chamber of Representatives, where they were yammering and arguing and orating. Outside it was very simple, out there on the lawn, under the bright spring sky. No arguing. Very simple. "We want Willie—Willie, Willie, Willie!" In a long rhythm, with a hoarse undertone, like surf.



AT CAPITOL WILLIE TELLS SUPPORTERS HE HAS WON IMPEACHMENT FIGHT

CONTINUED ON PAGE 121

only

tissue



AO SOFT
made with Celaluxe!

AO PURE
washed in drinking-pure water!

AO STRONG
strong in both directions to hold the hardest sneeze!



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The Perfect

EXCITING-EDUCATIONAL-ENJOYABLE-ECONOMICAL-

AN EXCITING GIFT ... that's LIFE. A rookie cop, nervous on his lonely midnight beat ... a tense country doctor pitting scalpel and skill against death on a kitchen table ... a homesick Midwestern career girl, fighting the heartbreak and grind of Manhattan ... night fires, flash floods, rescues at sea, riots, rodeos and nights at the opera ... that's the excitement of LIFE, the thrill of a vastly moving, heroic drama that has all the world for its stage and all the world's people for its cast.

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A BIG GIFT ... that's LIFE. Your gift of LIFE brings to your friends more than 9,000 vivid photographs on 3,400 big picture pages ... more than 500 full pages of color photographs ... more than 750,000 printed words a year. LIFE's big all right: a big, surprising picture package prepared each week by a big and resourceful staff of 69 photographers, 222 writers, researchers and correspondents, 30 editors.

A QUALITY GIFT ... that's LIFE. *Superbly edited* (\$8,000,000 a year for words and pictures alone); *superbly produced* (a \$50,000,000 investment in plants, equipment and graphic arts research assures LIFE's readers the highest quality paper and printing of any magazine) —LIFE surely is a quality gift. And yet,

AN ECONOMICAL GIFT ... that's LIFE. For what gift can you think of to compare with 52 weeks of LIFE for as little as \$3.75?

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EASY TO GIVE ... that's LIFE. You need only jot down on the gift order card which falls across this page the names and addresses of friends for whom you want to order LIFE. But act now, so that your order is received in time to send all of your friends LIFE's colorful special Christmas issue. There's no need to send money, we will bill you after Christmas. Air-mail the order card today—we pay the postage. Or if you prefer, give your order to your newsdealer or local subscription agent. As simply as that your Christmas shopping will be done—quickly, economically, conveniently.

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EASY-TO-GIVE!



SUNRUCO TOYS

Darling Sun Rubber "Sunbabe" is made entirely of warm, natural flesh color soft rubber. She drinks, wets and coos like a baby! Movable arms and legs, head turns. 11" tall. She sits up, lies down, has a safety-pinned diaper and nursing bottle. **\$1.69**



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Nationally known Doubl-Glo decorations are all easy to handle... lovely to see... fire-proof! Shining Doubl-Glo silver icicles and Fairy-like spun glass angelhair! Sparkling silver garlands of finest pure tinsel. **10c-15c-25c**



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Perfect for children; rounded edges and corners; harmless colors. Hi-Lo blocks interlock. Older kiddies build log cabins with natural-looking American logs. A.B.C. Blocks . **39c** Hi-Lo Blocks . **59c** American Logs . **\$1.25**



PLASCO TOYS

Little girls love to play "grown up" with this exquisite 13 piece plastic tea set. The floral design is delicately hand painted in white, pink and gold on an ivory background. Perfect for little tea parties. **59c**



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7 assorted colored independently burning Noma lights on one outlet. No more searching for burned out lamps. Special berry beads hold lights upright on the tree. Add on connector for attaching additional sets. . **\$1.69**



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A lovable 19" doll with "life like" arms and legs of velvety plastic. The "Softie Doll" closes her eyes, cries and is dressed in dainty dress and bonnet, lacy underclothes, rubber panties, shoes and stockings. **\$5.98**



Elmer the Elf invites all America to TOYTOWN

Look at the toys, gifts and decorations brought straight from Santa's workshop for your Christmas shopping pleasure. TOYTOWN is featured in Butler Brothers' own retail stores (Scott and Burr Stores), Ben Franklin and thousands of independent variety stores which Butler Brothers serve all over the country. There's one near you — just look for Santa's helper, "ELMER THE ELF" in the window!

READ ALL ABOUT TOYTOWN

Watch for the big, brightly colored 8-page circular ELMER is holding. It tells about the hundreds of toys and gifts and the special ELMER COMIC BOOK you will find right now in your local TOYTOWN store. If you'd like a copy of ELMER'S COMIC BOOK just write to ELMER, P. O. Box 5938, Chicago 80, Ill. It's FREE!

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HEADQUARTERS IN CHICAGO, ILL.





ADAM'S GUN BLAZES AT WILLIE WILLIE'S BODYGUARD KILLS ADAM

THE DEATH OF WILLIE STARK

Willie now feels that he can have everything he wants. He makes Dr. Adam Stanton director of a new hospital, thinks he owns him body and soul. He has an affair with Adam's sister Anne. But when Adam learns this, he waits for Willie at the state capitol determined to revenge the family's honor:

The Boss veered toward Adam, and thrust out his hand in preparation for a handshake. "Howdy-do, Doctor," he began, holding out his hand.

For an instant Adam stood there immobile, as though about to refuse to shake the hand of the man approaching him. . . .

Then I saw what was in his hand . . . I saw the two little spurts of pale-orange flame from the muzzle of the weapon. I did not hear the report, for it was lost and merged with the other more positive staccato series of reports, on my left. With his right arm still extended Adam reeled back a step. . . .

In the astonishing silence, I rushed toward Adam as he fell. Then I heard somewhere in the lobby a woman begin screaming, then a great rush of feet and babble of voices. Adam was bleeding heavily. He was stitched across the chest. . . . He was already dead.

I looked up to see Sugar-Boy [Willie's bodyguard] standing there with the smoking automatic in his hand. . . . I didn't see the Boss. And thought: *He didn't hit him.*

But I was wrong. Even as I thought that and looked around, Sugar-Boy dropped his automatic clattering to the marble, and uttering some strangled, animal-like sound, rushed back beyond the statue of Governor Moffat.

I laid Adam's head back on the marble and went beyond the statue. I had to shove the people back now, they were crowding so. Somebody was yelling, "Stand back, stand back, give him air!" But they kept crowding up, running to the spot from all over the lobby and from the corridors.

When I broke through, I saw the Boss sitting on the floor, breathing heavily, staring straight ahead. He had both hands pressed to his body, low on the chest and toward the center. I could see no sign that he was hit. Then I saw a very little ooze of blood between two of the fingers, just a little.

Sugar-Boy was leaning above him, weeping and sputtering, trying to speak. He finally managed to get out the words: "D-d-d-does it hur-hur-hur-hurt much, Boss—does it hur-hur-hur-hurt?"



SLUMPED AGAINST COLUMN IN CAPITOL, WILLIE (FRONT) LIES DYING

TUMS

ACID INDIGESTION Heartburn

Keep you from *Sleeping?*

Tums give sweet relief almost instantly

10¢ Handy Roll
3-roll package, 25¢

for the tummy

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ICICLES that "GLOW IN THE DARK!"

Safety-tested Luminescent Xmas Icicles that "glow in the dark" — no lights — no wires! Made of unbreakable plastic. They re-charge themselves. Stay good for years. This year a special mail order package of 105 Luminescent Icicles for \$2.25! Send check or money order before December 8. We pay postage. No orders accepted after Dec. 8th. • Guaranteed delivery before Dec. 22nd. DEPT. L

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each 4 1/2" long

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of headache, neuritis and neuralgia

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the way thousands of physicians and dentists recommend —

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Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.

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FEVER BLISTERS
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CHAPPED LIPS
Instantly Relieved

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NAME.....

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TOWN.....STATE.....



TICKET to dance sponsored by undergraduate publications is taken from student in raccoon coat and straw hat.

Life Goes to a Charleston Contest

A Princeton tiger and a flapper add a few new wrinkles to an old dance

The Charleston craze that splintered dance floors of the '20s is staging a stubborn comeback, so much so that this year the usual elegance of Princeton's annual *Prince-Tiger* dance was abandoned for a furious foot-shaking, hair-mussing Charleston contest. In spirit with the Charleston theme, enthusiastic revivalists came in ankle-length raccoon coats, their dates in waistless, sacklike flapper dresses. The enthusiasm even spread to the Princeton tiger

in the person of a freshman cheerleader named Ed Craig, who took a few Charleston lessons from somebody else's date, a girl named Barbara Pettit. But Craig's tangle-footed efforts got him nowhere, and Barbara went on with another partner to win the Charleston contest (p. 124), which was judged by the great ballroom dancer of the '20s, Irene Castle. Her comment: "There was a lot of action, but it is a long way from the Charleston that I knew."



GALLANT TIGER, Freshman Ed Craig, bows to kiss hand and stare at feet of Flapper Barbara Pettit preliminary to practicing Charleston steps. They had never met before.



EASY STEP is tried first. Barbara twists one foot and steps back on other in a basic step. Tiger shags and trucks in step more reminiscent of jitterbugging than Charleston.



TIGER FALLS DOWN, out of breath and steaming inside his 30-lb. costume. He is unable to master the rubber-legged technique of the fundamental Charleston steps.



EXPERT INSTRUCTION is given by Barbara and dancing partner Dick Warren, who teach the tiger how to place and cross his hands on knees. He is beginning to learn.



THE TIGER AND THE LADY finally hit it right. Bent at the waist and knees, they Charleston in graceless perfection. Barbara borrowed authentic dress from sister-in-

law's mother. Ed rented phony tiger hide from New York Costume Company. He performs in it during halves at Princeton football games, Charlestoned at game the next day.

Vitalis "LIVE-ACTION" care...



FEEL the difference in your scalp! What a wonderful wake-up glow — when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" 50 seconds' massage with active Vitalis (1) stimulates scalp (2) prevents dryness (3) routs flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb and you're all set!

...gives you HANDSOMER HAIR



SEE the difference in your hair! Now see how much neater, handsomer your hair looks — set to stay that way all day! No "patent-leather" shine. Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or at your barber shop.

• Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. Vitalis stimulates scalp, prevents dryness.



Product of
Bristol-Myers

"LIVE-ACTION"
*VITALIS and the
"60-Second Workout"



DURING CONTEST judged by Irene Castle (arrow, center background), Mike Mooney dances with partner to tune he wrote, *The Charleston Rag*.



WINNERS of competition were Barbara Pettit and partner Dick Warren, a Princeton junior. Both have mastered the Charleston within the last year.

TOES IRRITATED?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your sore or itching toes as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) Medicated relief. (2) Medicated protection. (3) Medicated comfort. Soothing and comforting. Promotes healing by helping to protect tender skin against irritation. So soft, it cushions against chafing. Absorbs extra moisture. For medicated skin care, get Ammens Powder today at any drug counter. No luxury tax.



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Medicated Powder

HERE'S HOW to relieve discomfort when you EAT, DRINK TOO MUCH



Simply take world-known Eno at bedtime and you'll quickly help neutralize excess stomach acid, ease upset "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



Take
Good-tasting **ENO**

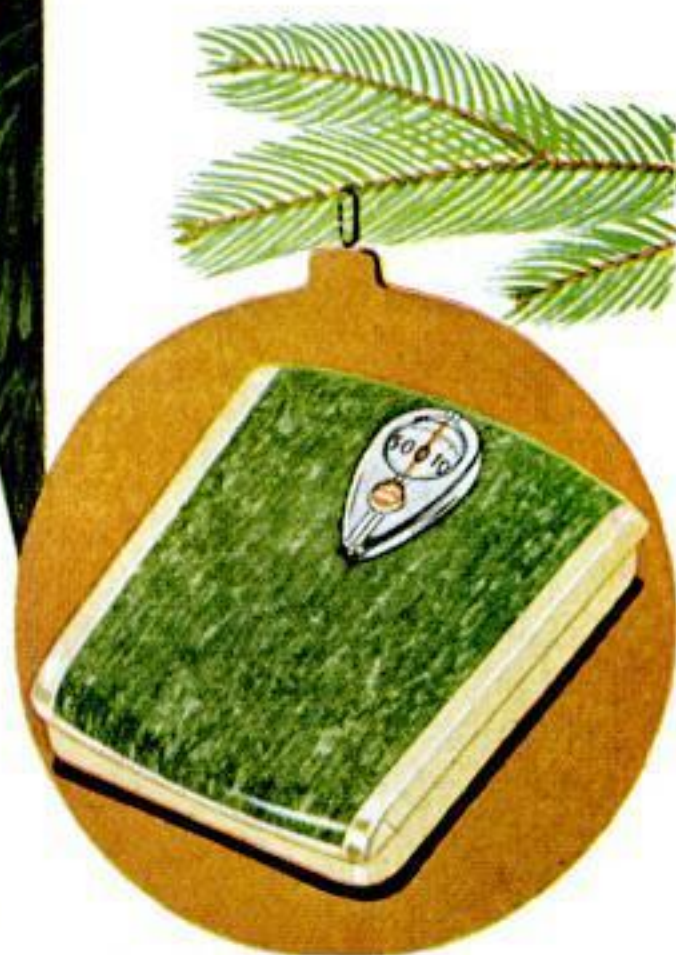
Wonderful Scales for Glorious Christmas Giving

Make your list now, of people to please come Christmas, with the beautiful Borg! The Borg is a modern miracle in bathroom scales... it tells exact weight every time. Guaranteed accurate within $\frac{1}{2}$ of 1%... a scale you can believe! Makes it easy to watch your figure—you know the instant you gain or lose!

Wonderfully different from old-fashioned scales—feather-light... slim as a wafer, handsome as your toaster... made like a fine watch for noiseless lifetime service.

In lovely new colors that glorify a bathroom, only \$6.95 to \$9.95.* The Borg makes grand giving—(and you'll surely want one for your own!)

Below, the Borg in Black-and-Gold—(black platform, with chrome trim and gold enamel base) \$7.95*



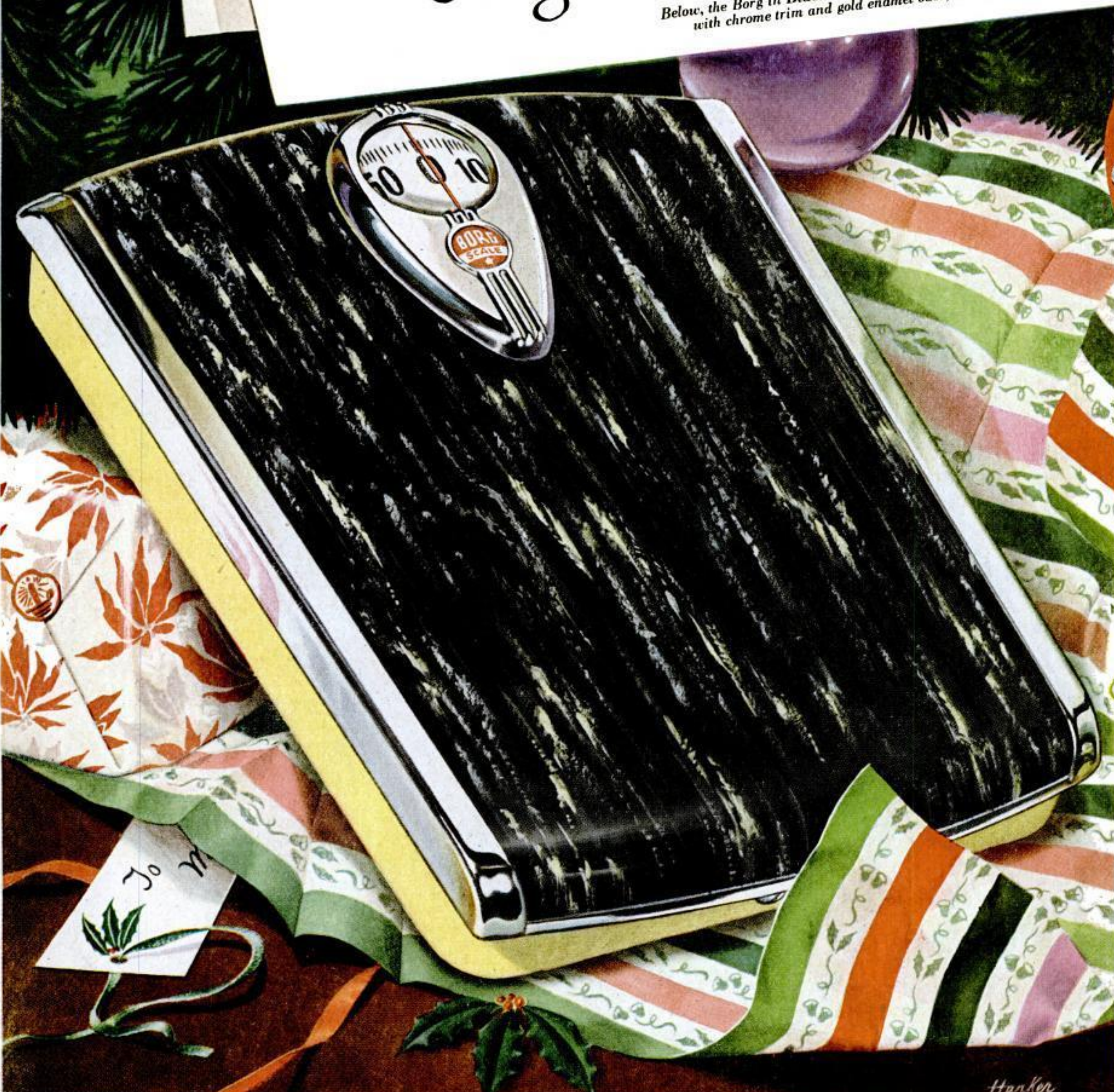
Your Borg always returns to zero—no constant adjusting. Guaranteed for life under a Service Warranty. Above, Green-and-Ivory with all-enamel trim, \$6.95*



The Borg shows your weight in single pounds. Magnified dial makes reading easy—no dial "hump". Above, in Ivory with all-chrome trim, \$9.95*



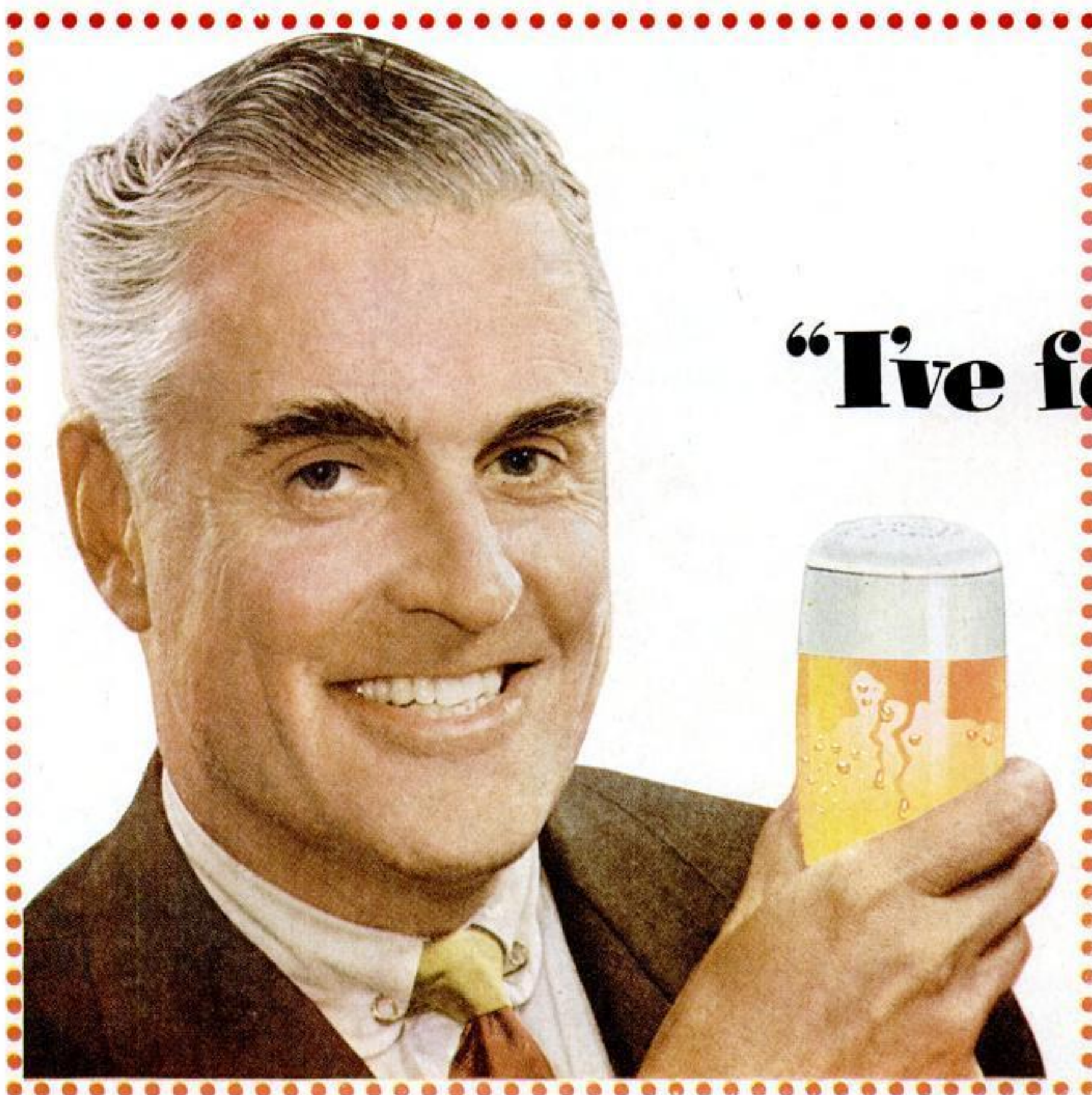
No need to "climb" up on a Borg—it's only $2\frac{1}{4}$ inches high! Above, in Blue-and-Peach with chrome-trim platform and enamel base, \$7.95*



*Choice of Black, Ivory, Blue or Green rubber-tile platform, and various colors of enamel trim, to blend with any decorative scheme. With all-enamel trim, \$6.95—chrome-trim platform, \$7.95—all-chrome trim, \$9.95. (Far West, 50c higher.) At better stores—or write for name of nearest dealer. Borg-Erickson Corp., Chicago 11

NO OTHER SCALE IS MADE LIKE A

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"I've found out

.... that this Carling's Ale has a character all its own. There's a definite clear, bright, delicious flavor to Carling's that sets it quite apart from any other ale or beer."

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DOESN'T YOUR PICTURE BELONG HERE?

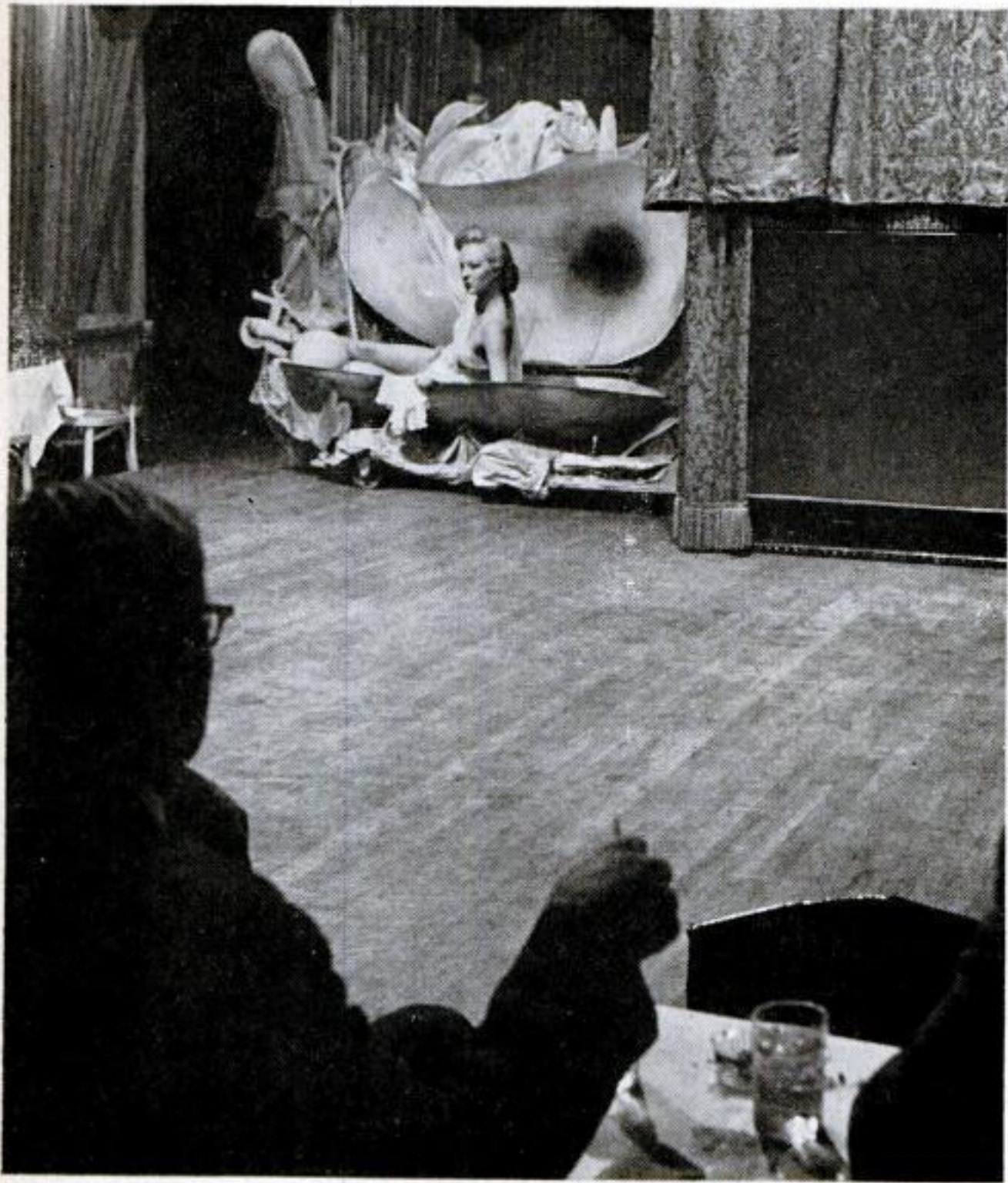
Have you found out?

... the character that is Carling's — and Carling's alone. Taste America's great ale. See if you, too, don't find a special difference in Carling's.

CARLING'S
Red Cap **ALE**

BREWING CORPORATION OF AMERICA
Cleveland, Ohio





OLD ATTRACTION at the Casino Royale is Evangeline Sylvas, 22, who has been emerging from an oyster shell at the club off and on for more than a year.

ROYALE FLUSH



SQUABBLE'S CAUSE was fact that Divena got billing over Evangeline.

who gets out of an oversized oyster shell to strip, heard that a new act, Divena (below), who gets into a Plexiglas tank of water to strip, would get top billing. After sulking briefly in her oyster shell, Evangeline took drastic action. As Divena submerged for her act, Evangeline grabbed a fire ax and, as pictures on the next page show, quickly brought her sputtering rival out into the open. Customers ankle deep in 400 gallons of water agreed it was the wettest publicity stunt in the town's history.



NEW ATTRACTION is Divena, who began Plexiglas tank act last year on the West Coast. She sneaks gulps of air when customers are looking elsewhere.

CONTINUED ON NEXT PAGE

frivolous

fables in French

Inspired by La Fontaine, the Gallic Aesop, these richly colorful all-silk ties will lend a frisky note to his ensemble. Give him one . . . give him the whole group of COHAMA's clever Christmas collection. Maybe he can't read the French captions, but just watch him interpret the charming and familiar illustrations.

Illustrated—"The Fox and The Raven"
(English translations on underfold)
Also available—Five other familiar fables
\$2.50 at leading stores or write

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Give him the Toys he wants most!

Model TOYS

He's a living-room engineer . . . the back-yard boss of his own construction crew! *Model Toys* fire young imaginations, for they're exact, *working* copies of the giant construction machines he's seen so often! *Model Toys* are *quality*, too . . . all-steel, built to outlast the average toy 3 to 1 . . . truly "Masterpieces in Miniature!" See them, and you'll know why children never tire of them! Give *America's* most-wanted toys . . . *Model Toys* . . . well worth the difference!

AT STORES WHEREVER TOYS ARE SOLD



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FOR BEST RESULTS:
shave with **Barbasol**



**No brush
No lather
No rub-in**

... And your eyes will pop to see how smooth a Barbasol shave can be! Barbasol's special ingredients wilt the toughest beard for quick, close, comfortable shaves that last all day. They look good, they feel good, and Barbasol is good for your skin—never dries it out, as soapy lathers do. In fact, Barbasol actually protects your face against rough winter wind and chapping. Try Barbasol the next time you shave!

Use it also for soothing relief of windburn, chapping, chafing and itching.

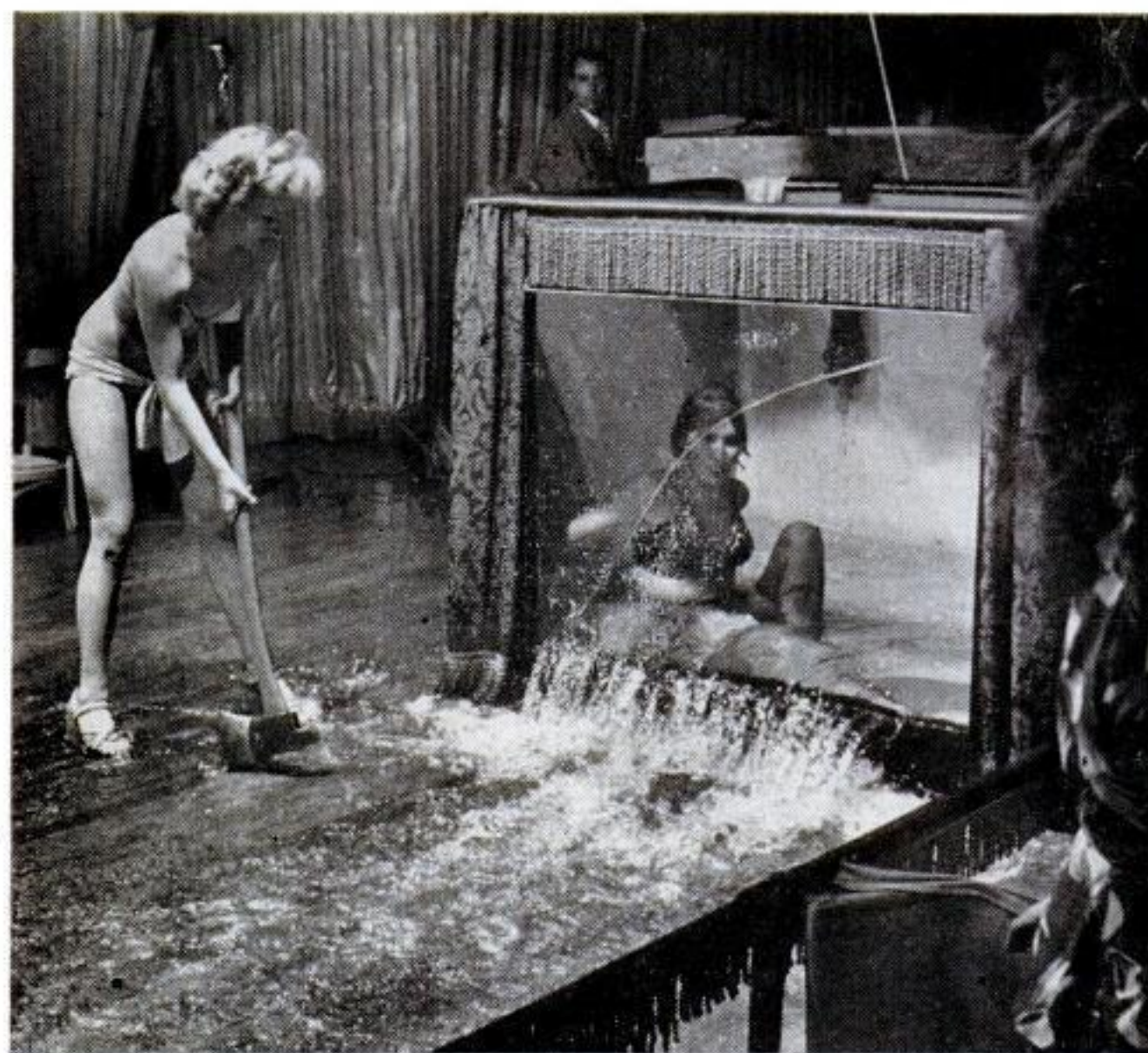


Avoid athletic aroma
use **Barbasol**
Lotion Deodorant

Royale Flush CONTINUED



CRASH of Plexiglas, after three solid blows of Evangeline's fire ax, releases a torrent of water on patrons' feet and momentarily stuns Divena in mid strip.



FLUSH leaves Divena stranded on the bottom of tank and ruins nightclub's rug. Before Divena could climb out, Evangeline reached in and pulled her hair.

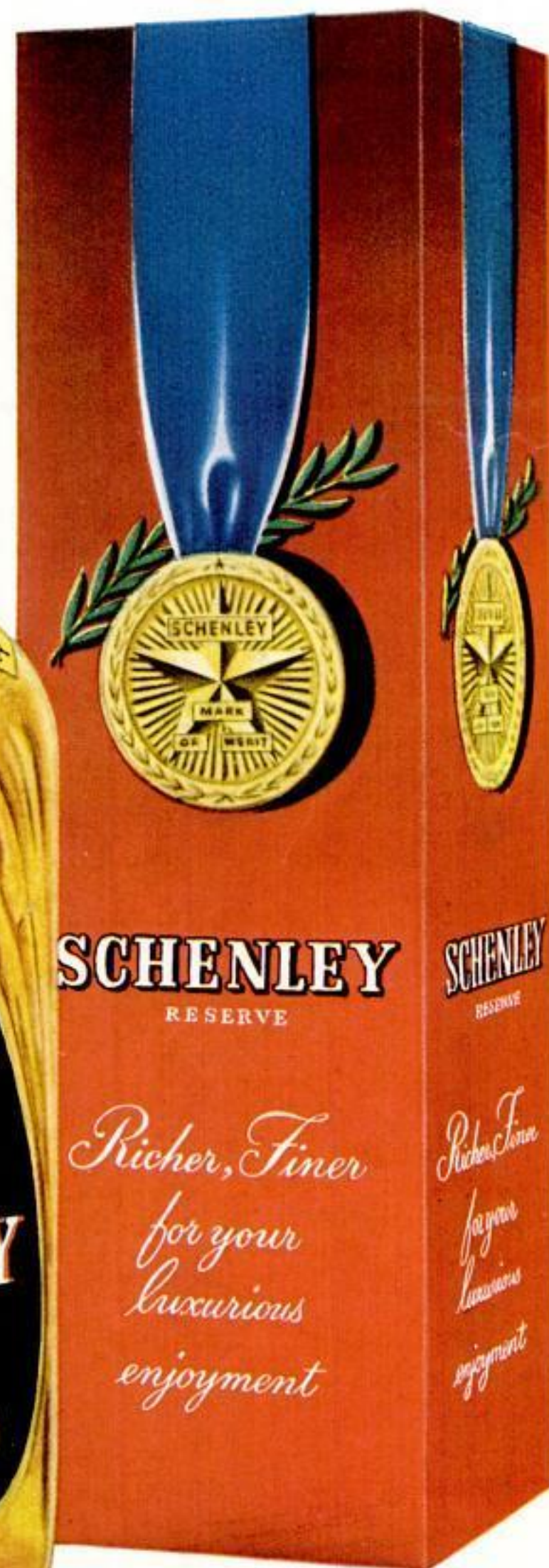


JUGGED, Evangeline languishes near a cell block, unarmed as sign requires. She got off with a \$10 fine. Said the arresting cop, "It's routine, but we like it."

★ TONY MARTIN, Screen, Radio and Recording Artist says: ★

"My Holiday Choice is
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... there's nothing finer
for gift or guest"



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Schenley is a truly magnificent
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carton...yours at no extra cost.

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